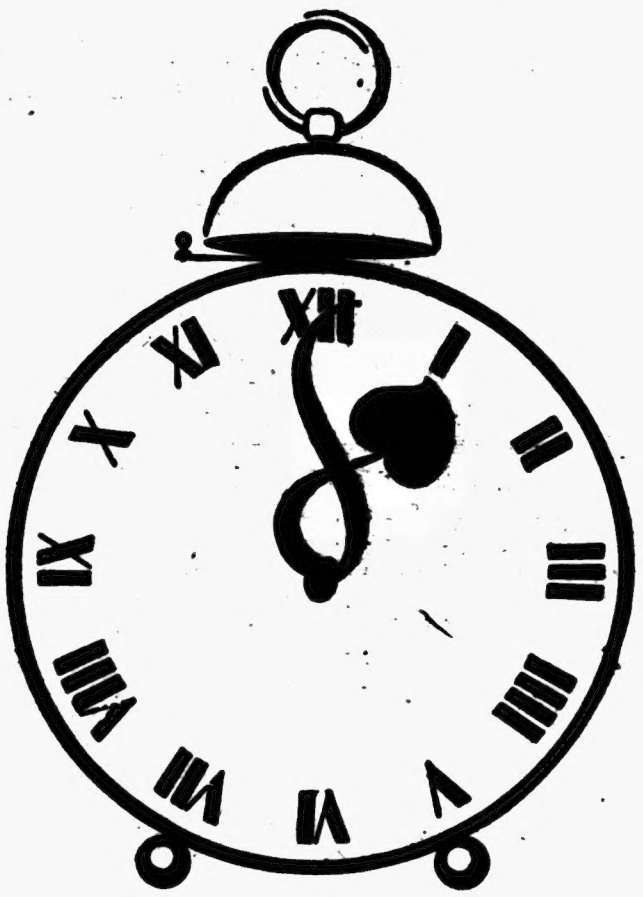
JOHN BULL, MAY 2, 1936

TWOPENCE.
Vol. LIX.
1559.

OUT FOR BALDWIN'S BLOOD SEE PAGES 22 AND 23

JOHN BULL



I'm setting my alarm for ONE
I know it isn't often done
But still I do it so that I'm
Reminded when it's Guinness Time

Guinness for Lunch

G.E.571.C

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6D and 1/6 per TUBE

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Silver or medium grey. 5/- Post Paid. Well cut, and cleanly made, with belt loops, side straps, side pockets; in waist sizes 30-42, inside leg 28-32. State size, and shade.

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LARGE TINS 6D & 1/-

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6	5	47/6	5/6	4/3
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250 MILE FREE LORRY DELIVERY

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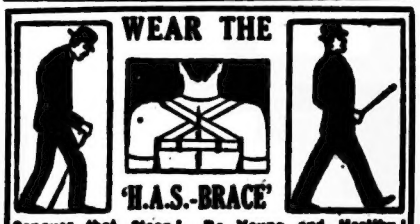

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2/6 Also in *Please State Chest Measurement* Art. Silk, R. HARRISON, 6 (L), Highfield at 3/6. Terrace, Saltaire, Yorks

NOTE. 'H.A.S-BRACE' Combined with Trouser-Supports or Waist-Belt: 1/6 extra.

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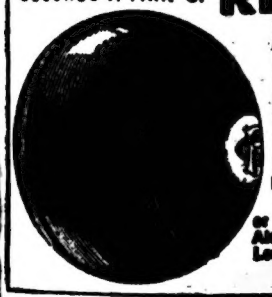

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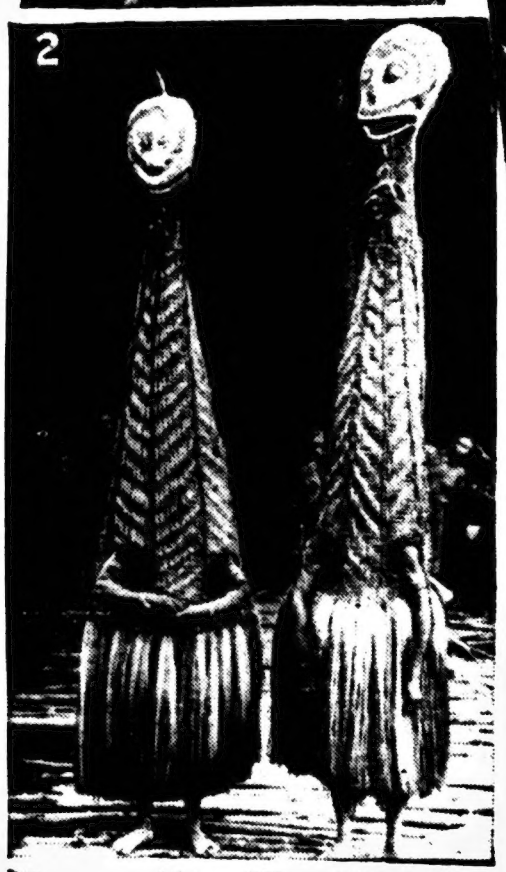

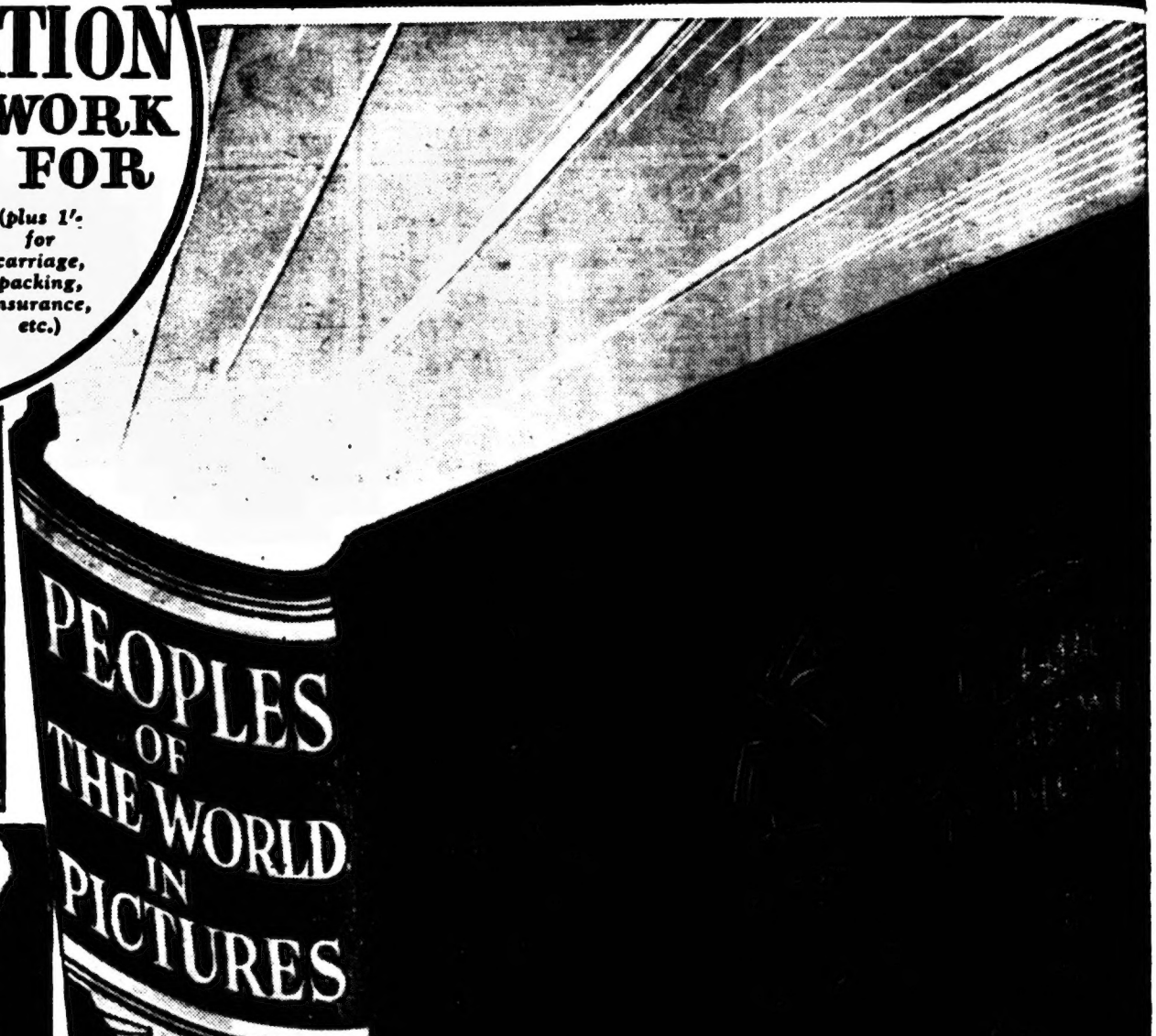

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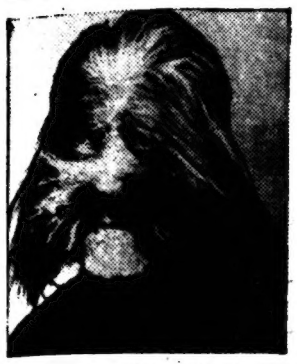

"Peoples of the World in Pictures."

SO great is the demand for its astounding new £1 1s. 0d. Presentation to every reader—"Peoples of the World in Pictures"—that "John Bull" this week announces the very last opportunity to secure this work. The forms below will not be published again.

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SO **KENSITAS COSTLIER TOBACCOS*** ARE MOISTURE CONTROLLED RIGHT UP TO THE TIME OF YOUR PURCHASE

Miss Desmond made this MOISTURE CONTROL Test:

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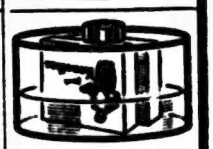
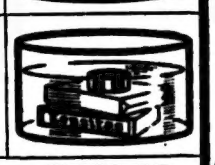
2	She placed a 20 packet of KENSITAS in its new Moisture Control wrapping, top end down, in water so that packet stood upright with its sealed end submerged. She did the same with a 20 packet wrapped the usual way and laid a weight across the packets to hold in position.	
3	After five minutes, she lifted the weight, placed packets one on top of other, flat on water, replaced weight, and left submerged for five more minutes (packets were both completely covered with water).	

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WITHOUT FEAR OR FAVOUR

Thursday, for week ending Saturday, May 2, 1936. Twopence.
Postage: Inland and Canada, 1d.; all other parts of the world, 1½d.

. . . He supplies titled "patrons" to order —and the police can't stop him!

He Steals *Famous* Names

WHAT'S in a name? We all know that question, and Shakespeare's answer, " . . . a rose by any other name would smell as sweet."

Here's another—What's in a famous or a titled name?

Only a few days ago a number of well-known people, among them marquesses, earls, bishops, Privy Councillors, Members of Parliament, and lord mayors, dissociated themselves publicly from an enterprise on whose literature their names had figured prominently.

But some famous people have had, and still have, much more to complain about than those in this instance.

As a matter of fact, though the case we have quoted comes into quite a different category, there are constantly cropping up much more serious cases in which whole lots of ill-gotten cash are obtained by gentry who traffic in the exploitation of "patrons"—in the use of distinguished names, without permission, to further some dubious enterprise of their own.

The exploitation of the names of "the Big People" has grown so extensively that during the past three or four years hundreds of titled personages have complained to the Home Office, to Scotland Yard and other bodies about being victimised.

WE can reveal that Lord Cromer, the Lord Chamberlain, has himself had occasion in the past to complain that impostors, for their own ends and entirely without justification, have made use of the names of the Royal Household.

Even the name of the King, when he was Prince of Wales, repeatedly figured without consent on literature issued by money-seeking rogues.

One instance of this was when a bogus welfare worker, in broadcasting a postal appeal on behalf of a certain movement supposedly headed by the Prince as chief patron, gave the names of Cabinet Ministers and other prominent persons as supporters.

As a result large sums of money were raised for a venture that was fraudulent, and by the time the rogue's operations came to the notice of the police his scheme had ceased to exist!

Two black lists exist of those engaged in this growing traffic in famous and titled names. One is at Scotland Yard and the other at the offices of the Charity Organisation Society.

Both contain indisputable evidence that the traffic is so lucrative that some of its cleverest promoters are now making it their sole "profession."

One of them promoted a company for the purpose of opening a chain of modern refreshment establishments throughout the country. He gathered around him a number of shady organisers, and inaugurated a banquet at one of the most exclusive hotels to which he invited a large number of well-known people.

A glib orator, he made such a hit at the banquet that he was able to launch his scheme two days later in a blaze of publicity.

Booklets were compiled, and circulated extensively, containing the most extravagant statements about his proposed operations and calling upon investors to support him financially.

On the fly-leaf of these booklets there appeared in impressive type the names of the most distinguished of his guests at the banquet. He had just used them on his literature to bolster up his money-raising plans and thus deceive the public.

Complaints soon reached Scotland Yard—but not before this trafficker in "patrons" had obtained credit extensively in London and many provincial cities, and had secured several thousands of pounds from the public.

His company was worthless, his aims fraudulent. He had himself been through the bankruptcy and other courts on at least two occasions.

ANOTHER "patron" hunter has long posed as a benefactor of youth. Although there are many highly reputable organisations, patronised by titled people, which admirably cover the same ground, he has repeatedly appealed for funds to suppress, among various other things, juvenile gambling, illicit drinking, the circulation of demoralising literature, and so on.

On one occasion he appeared in the guise of a humanitarian who was opening health centres where young people of both sexes could undergo special physical and psychological training.

His literature was lavishly prepared, and on it once appeared the names of something like forty "patrons"—peers, baronets, knights, bishops, peeresses, and a dozen or more Ministers of State.

Yet for weeks none of these alleged patrons had any knowledge of the existence of the movement. Even the solicitors and accountants whose names were exploited were unaware of this misuse of their names until complaints began to arrive from the titled people on the one hand and defrauded members of the public on the other.

THERE is one man, notorious in police circles throughout the country, who figures on Scotland Yard's secret file as the worst of all "title" exploiters. Since the war ended he has formed venture after venture for the purpose of robbing the public, and has calmly used the names of titled people at random to suit his purposes.

Then, when any victim has complained, he has merely consulted his book of "Big People" and substituted another for the complaining one!

He has even used the names of Queen Mary and of other members of the Royal Family.

Not long ago when the police raided one of the offices of a swindling "charitable" society which had headquarters in London and branches in the provinces, they found books of reference giving an amazing insight into the methods employed by some of these titled-name cheats.

Those who had lodged complaints about their names being thus exploited were ticked off in these books in red ink, while others were specially indexed to show at a glance their special usefulness in specific types of public appeals—such as those in aid of child welfare, anti-gambling, anti-smoking organisations, and so on.

There is one way to stop the distinguished "patron" swindle. It should be made an offence for any person to use, *without permission*, the name of any person in any appeal to the public. Also the police should be given powers to enable them to take swift action against offenders without having to wait—as is the case at present—till fraud can be proved.

STRAIGHT FROM THE SHOULDER

How the Cat Got Out of the Budget Bag

Good for You, Sir John Simon!

IT will be long before we forget the disgraceful scandal of the Budget of 1936.

Here are Mr. Neville Chamberlain and his advisers deciding to add 2s. a lb. to tea. It is to be a great secret. Not a whisper is to get about. Another "best kept secret in the world."

Yet a few hours before the Chancellor announces his plans in the House certain people "in the know" are effecting insurances in the City against these tax changes—gambling on the nation's fortunes, as Mr. Arthur Greenwood said.

How it got out

Who let the cat out of the bag?

We insist that a full enquiry should be made and that the offender be brought to book.

What will such an investigation show?

It will show that when the Treasury officials were collecting trading figures relating to taxable commodities like tea, sugar, beer, and so on, the unguarded remarks of one official gave the hint that the Chancellor was planning to increase the duty on tea.

At that time he had in mind a 3d. a pound increase; though, eventually, as we all know, the extra duty was fixed at 2d.

Known for days

That leakage occurred several days before the Chancellor presented his Budget.

Those who had, as it were, seen the cat jump out of the Budget bag told their friends, and soon not only City merchants and speculators but all sorts of people were taking advantage of this certainty among money-makers.

Shock for City

Lloyd's underwriters were inundated with business.

On Budget day morning it cost only 15 guineas per cent. to insure against increased tea duties. By the afternoon the price rose to 60 per cent., when the underwriters were compelled in their own interests to refuse further business.

Never again

What action will be taken to deal with the official responsible for so unfortunate an episode? The Treasury must not be allowed to hush the matter up.

Steps must instantly be taken to prevent any repetition of the present scandal.

We believe that no insurance on Budget risks should be allowed in future.

The Boy Starved to Death

"This battered old box has never let out its secrets," said Neville, when about to present his Budget . . . but the cat was already out of the bag

In other words, gambling on the nation's finances by the City "know-alls" should be rendered impossible.

Starved

You must have read with horror the case of the thirteen-year-old Suffolk boy whose death was stated to have been caused by exhaustion due to lack of proper food.

His father married a second time and sent him to lodge with his sister, who received 2s. a week for his keep. Once, it is said, he had nothing to eat for three days.

The coroner found the negligence not criminal. Obviously, therefore, the law relating to criminal negligence should be overhauled.

Cunning

Bogus tea canvassers are hoping to cash in on the Budget. They believe that by telling housewives they are *not* putting the extra tax on their tea they will persuade them to believe the plausible tales of gifts and bonuses.

Women should be on their guard against these doorstep merchants, whose stories of bonuses for big purchases are nearly always lies.

Good for him

We're glad that employers who, by filing bankruptcy petitions, evade the payment of compensation for serious accidents at work, are to be dealt with in a new Bill which Sir John Simon will shortly introduce.

They will be compelled to insure their men for workmen's compensation purposes, just as motorists are compelled to insure against third-party risks. And not before time!

Fight fiasco

The Petersen-McAvoy fight leads us to hope that more consideration for the sporting public will be shown in future.

Spectators are entitled to a show for their money, and a purse of £8,500 should be a guarantee of a really worthwhile contest.

Wages go down

We're sorry to hear from the Ministry of Labour that 11,000 people have had their wages reduced in the last three months.

There is no excuse for such wholesale reductions these days. And the Government should tell employers so.

Clean-up

It's good to hear that scientists have worked out a perfect method of purifying the water in swimming-baths. It would be still better to hear that all owners of bathing pools were compelled to keep them clean by even the most primitive of methods.

A scourge increases

One of the most terrible of diseases, silicosis, is increasing, according to an expert witness before the Royal Commission on Safety in Coal Mines.

Yet the Home Office still turns a deaf ear to our demand that silicosis should be scheduled as an industrial disease. Consequently, hundreds of victims cannot obtain a penny compensation and must endure hopeless poverty.

Fortune smiles

Even those who frown on gambling must be thrilled by the Newcastle man who, after a walk from London to Epsom in search of work, put his last shilling on a horse at the races and finished up by winning £450.

We are glad he shared out £60 among thirty down-and-outs, but we hope they won't be tempted to follow his example. Dame Fortune is rarely in such a prodigal mood.

Motoring Samaritans

We welcome the news that Birmingham motorists are organising a volunteer service of cars to convey to hospitals, after trams and 'buses have stopped running, relatives of patients on the danger list.

The misconduct of drivers is daily proclaimed in the courts. Too seldom are they given credit for the acts of kindness they perform.

Civilisation!

A women's guild thinks Stowmarket needs a mortuary. So do we.

In some cottages the body of a deceased person has had to remain in the room where the family takes its meals. So, until it gets a mortuary, Stowmarket will be slowmarket!

The higher learning

For the benefit of magistrates who condemn free education as a waste of money because they get one mutton-head before them, we record that:

A motorist who wrote to the Long Aston Bench, near Bristol, and used such odd words as "appologise" and "allready" proved to be a university undergraduate!

Reply to critics

The article we published a fortnight ago, "Don't Go to Australia," has aroused a good deal of controversy.

According to some correspondents, it "did not paint the picture black enough" in describing the conditions which face British emigrants to that Dominion. Others indignantly declare that the writer must have been exceptionally unlucky in his experiences.

We can only say that the evidence convinces us that Britons allowed to "make good" in Australia are the exception and not the rule.

CANDID COMMUNICATIONS

Rt. Hon. A. DUFF COOPER,
Minister for War

DEAR MR. DUFF COOPER,—Prepare yourself for a shock. Your view that pacifism should be denounced as heresy is not acceptable even to young Tories.

The National Union of Conservative Associations sends "talks" to its Young Britons' section—all about soldiers and sailors and feats of arms. Perhaps it was thought that the title Young Britons called for such stuff.

But now these youngsters, protesting against "the feeling for war" displayed and the glorification of generals and admirals above people like Stephenson and Livingstone, have shown that youth can indeed teach age a great deal.

JOHN BULL.

Alderman JAMES WHITE,
Mayor of Gateshead

YOUR WORSHIP,—I wish you had power to put our low-wage fiends in the dock.

A youth of twenty, charged with embezzling twenty-three shillings, said he received 15s. 3d. a week for his work as a collector of hire-purchase instalments. The firm declared that his wage was 16s. 3d. Whichever it may be, I agree with your comment that "such wages are an encouragement to people who have to collect money to use it as this young man has done."

I note that you ordered him to repay his defalcations at the rate of sixpence a week, which will take nearly a year to complete. Soon enough!

JOHN BULL.

The COUNCIL,
Football League

GENTLEMEN,—Sunderland having won the League championship, a fine gold medal goes to each player.

But one figure will be missing at the presentation—Thorpe, the goalkeeper who did as much as anyone to win the team this great distinction and who was killed while doing his duty to his side a few weeks ago.

See that his widow gets that coveted medal as a memento of a fine sportsman-husband. Don't let the nonsense talked about precedent deter you.

JOHN BULL.

Rev. R. M. ROPER,
Brighton

REVEREND SIR,—You ha[illegible]tter in your church suggesti[illegible]ple have eaten there. Also some electric light bulbs have been missed.

You say the "tripper class" is guilty—and tripper means a person who cannot afford to make his stay at the seaside long or luxurious.

At least you might make sure before you issue such sweeping allegations. And since you admit "not having been lucky enough to catch any of them," it seems that you are far from being sure.

JOHN BULL.

Mr. HENRY ROBINSON,
Stafford

DEAR SIR,—A contributor to a hospitals savings association, you went to Birmingham General Hospital for treatment of trouble caused by old war wounds.

The next day you were sent to another hospital, and only when you were detained there and deprived of money and clothes did you realise that you were a virtual prisoner in a workhouse infirmary.

For your illegal detention for nearly two days you have been awarded £50 damages against the Corporation, and I agree with the judge that it is well this case should have been exposed in court.

It makes me pity still more the poor people who must suffer in silence the humiliations which your evidence has disclosed.

JOHN BULL.

The GOVERNORS,
British Broadcasting Corporation

DEAR SIRS,—Thirty million people are to be the victims of a particularly irritating form of needless economy. They are British wireless listeners.

For you have decreed that during the summer they must put up with a skeleton service on the air. Hardly any variety shows, no important talks, very few talks, no alternative programme during the early evening, the stations known as "little Nationals" to shut down entirely for two hours each day!

It is said that the three months affected are, after all, only the "holiday period." It is news to me that most people are able to enjoy a three-months' holiday. Besides, it seems certain that you will receive a bigger share of the licence fees in future, so why the itch to save money?

I have always said that the B.B.C. provides the best radio service in the world, but my admiration will dwindle if the suggested plan is carried out.

JOHN BULL.

Scandalous Jobs for BOYS and GIRLS

One of the young workers under the Ministry of Labour scheme of industrial transference—which should be widened so as to abolish the evil of shady agencies

A BILL to Abolish Private Agencies for the Recruitment of Juvenile Labour . . .

No title like that is to be found in the list of Government or private Members' Bills which it is proposed to submit to the present Parliament. Yet no piece of legislation is more urgently needed.

It could be enacted in two paragraphs, and less than an hour of Parliamentary time would be necessary to convince both Houses why it should pass unchallenged to the Statute Book.

A single speech by the Minister of Labour would be sufficient. His Department has all the facts, and an abundance of supporting evidence would be available from the Home Office, chief constables, social workers, representative employers and trade union leaders, who have first-hand knowledge of a great and worsening scandal.

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Glance at the small advertisements in any provincial newspaper any day. You will see that the columns are studded with persuasive announcements of vacant situations for boys and girls from fourteen to eighteen years of age and invitations to seek the jobs through various kinds of employment agencies.

All these advertisements are addressed to young people in the distressed and depressed areas. There are never less than 130,000 juveniles in these parts of the country without work or prospect of work in their home districts. Practically no unemployment among the young exists elsewhere. In most other regions, indeed, the demand for youthful labour cannot be satisfied.

That is why all the jobs offered by the private agencies are in places distant from the homes of applicants.

No possible objection can be raised, of course, to such transference of labour—if it is conducted genuinely, if the situations are proper ones for young people, if wages and living conditions are of the right standard, and if safeguards are provided for the welfare of the transported juveniles in their new and strange surroundings.

There are, doubtless, reputable agencies which do their utmost to safeguard young clients.

Not the smallest guarantee of any safeguards is given, however, with the jobs filled by the upstart private agencies to which we refer. For the most part, in fact, the situations prove to be of the worst possible kind.

The agencies are an ugly product of the black times in the older industrial centres. They are parasite concerns, thriving on the affliction and despair of the people. Their only interest in the unemployment problem is the size and number of the fees they can obtain by exploiting it, without regard to the well-being and future of the boys and girls in whose lives they trade.

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A wide and profitable field is open to them. The deepest tragedy of the stricken areas is not the idle masses of adults they contain, but the multitude of young people above school age who are denied all opportunity to learn work of any kind near their homes, and for whom there seems to be no hope so long as they remain in their native parts. Their number swells from year to year because very few are ever absorbed in the stagnant local industries.

But even the highest figures of these forlorn young people convey no idea of the magnitude of their number. Count of them is lost after seventeen, when they become statistically regarded as adult unemployed!

With industry crying out for young recruits in the prosperous or newly developed areas, the door for callous profit-making has been thrown wide open to the bogus employment agency promoter. He has no difficulty in filling his books with vacancies, but he takes good care that they are only vacancies in the workshops and business places of bad employers.

It is from them he can command the biggest fees. They pay sweetly for cheap, imported child labour and have to give no undertakings to supervise the physical or moral welfare of the boys and girls who are sent to them.

The departure of motor coaches loaded with young emigrants has become a daily spectacle in Northern and Welsh towns. It is a happy sight to all but those who know the reality. The laughing, cheering boys and girls are elated by their first adventure into work and the outside world; their parents hide the sadness of parting in the joy that their children are at last to embark upon a career.

Most of the juveniles so disposed of pass into conditions approaching slavery and drudgery. They are speedily disillusioned about the rosy promises made to them by the agencies, but in a great number of cases their parents remain unaware of the truth for a long time. The young people suffer rather than seek to return to be burdens in their impoverished homes.

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Whatever kind of work is found through the private agencies, it is invariably poorly paid, and it is noteworthy that a very large proportion of the juveniles are sent to posts in the lowest-class hotels and restaurants.

When situations are provided in factories or other workshops, it is always in establishments of the type which are carried on wholly with casual unskilled labour, which are not subject to any decent hours and wages agreements, and which offer no prospects of training or permanency.

In cases where the boys and girls have to live in, the accommodation and food are generally of the poorest order, and where they have to find lodgings on their own initiative their wages are so small that they are condemned to live under most squalid conditions.

But it is the moral consequences, especially upon the girls, which are causing the gravest concern. The chief constables of every district where young people are transplanted by private agencies can bear testimony to this evil.

Most extraordinary fact of all is that there is no need for any boy or girl to be given work through these shameful agencies. The State has in operation a scheme of industrial transference which has the general approval of all political parties and which offers young people a chance to make a real start in life, with the assurance to parents that their children will be well looked after. Many different kinds of work in factory and office, in town and country, are to be had through this scheme, and only jobs giving definite prospects of advancement are provided.

The youngsters must receive the full wage usually paid for the particular job to workers of their own age in the districts to which they go. If this is not enough to cover the cost of living away from home, the Ministry of Labour arranges that they have enough by supplying pocket-money of 4s. weekly to those under sixteen and 5s. to those above that age.

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Any necessary clothing is provided for them before they leave home, their fare is advanced, and, if they are not going to a living-in job, approved lodgings or hostel accommodation is found specially for them. If, through temporary illness, they are unable to work, the Ministry of Labour arranges to tide them over the bad period. And most important is the provision made for every juvenile so transferred to be put under the personal care of a "friend" in the district where he or she is employed.

Many of the young people are undernourished and in sore need of reconditioning before being sent to work. For this purpose the Ministry has established camps and centres in various places where the juveniles spend a period of weeks toning up their health, acquiring discipline and a sense of time-keeping and so on.

In this manner the Ministry of Labour is putting 10,000 children into first-class situations annually away from their homes. *It could do the same for ten times that number, and so virtually wipe out the entire problem of juvenile unemployment.*

Why has this not been done, especially as good employers everywhere evince the keenest desire to co-operate in the State scheme?

The answer is simple. It is that adult people in the depressed areas have been neglected so long by successive Governments that they imagine there must be a "catch" in the scheme to assist their children. Parents have not yet been brought to realise that the transference organisation is not conducted on any political basis, but is directed solely by men and women who have no partisanship and who are concerned alone with the needs of society and industry.

But, whether or not the State scheme is likely to meet in the end with the success it deserves, Parliament is faced with a clear duty to abolish the competition of the noxious private agency promoters.

A KING'S Favourite

Can Carol Save Red-headed Lupescu from the Vengeance of the Peasant Boy?

CORNELIU CODREANU, consumptive peasant leader, inspects his Fascist Iron Guard. He has sworn to end the life of Madame Lupescu (right), King Carol's friend. Codreanu has the masses behind him, Lupescu has—the King . . .

THE name of Europe's most influential woman—the seductive beauty who has split a nation in two—has once again been on a secret society's Death List.

At the top of it this time. And, indeed, almost certainly still there! . . .

A Fascist plot to assassinate Mme. Lupescu, the beautiful, red-haired Jewish friend of King Carol of Roumania, is reported from Vienna. Four students, and a former Foreign Office official and a member of one of Roumania's leading families, bearing the title of prince, have been arrested and accused of being involved.

It is alleged that students, belonging to the proscribed Fascist organisation, the Iron Guard, formed eleven terrorist groups of five men each. To each group was assigned the task of assassinating one influential personage. Mme. Lupescu's name came at the top of the list.

The Iron Guard's reported reply to this and to the latest measures against them, is that a new Death List has been made out and the name of the red-headed Jewess does not appear on it.

If that is true you might presume at long last the end of the deadly feud that for years has been conducted against the friend of King Carol—even before she became his most intimate companion during the stormy days of his exile in England.

But the rumour that Mme. Lupescu is "off the Death List" is more likely than not yet another subterfuge of the Iron Guard to gain breathing space till the moment is more favourable for her enemies to strike.

For the truth is that she is likely to be marked down for assassination so long as a consumptive peasant youth of twenty-five, Corneliu Zelea Codreanu, is the head of the Iron Guard.

Vengeance sworn

You may never have heard his name before, but the Iron Guard practically means Corneliu Zelea Codreanu. And he has sworn vengeance on the King's friend.

His power is such that the authorities have found it necessary to impose the strictest possible censorship on the Press.

The newspapers are not allowed to write a syllable about the sinister plot that petered out when Colonel Precup—once the King's most devoted ally, who organised the airplane flight of the dethroned Carol back from his exile and to the throne—was arrested some time ago by the King's personal orders on leaving the palace after a stormy audience.

But newspaper readers all over the world know that Colonel Precup, together with over a hundred of his comrades, locked up in a Roumanian prison, were planning to blow up the King, members of the Cabinet, and Mme. Lupescu in the Cathedral on the occasion of the Easter service, to overthrow the Government, and to establish a military dictatorship in Roumania.

It is also known that the forces that pulled the strings of this group of officers were those of the Iron Guard, which was responsible for the murder of the Prime Minister, Ion Duca.

The Easter plot, had it succeeded, would have meant a wholesale massacre of royalty, comparable only to that of King Alexander of Serbia and his wife Draga Machine in 1903.

For the moment such a massacre has been averted. But the danger of one taking place is by no means over.

What is going on is nothing less than a struggle for life and death between two conflicting powers — Roumania's Madame Pompadour, red-haired Lupescu, and the fanatical young leader of the people, Corneliu Codreanu.

The first reports of the plot said that the officers' purpose had been merely to do away with Mme. Lupescu, the King's favourite, and, as many people maintain, evil spirit.

Second, then

Mme. Lupescu was at that time second on the Iron Guard's Black List, which was headed by Prime Minister Duca. He duly met his fate. He was shot dead on the platform of the Sinaia railway station.

The immediate result of his death was the formal dissolution of the Iron Guard.

But all its pervading influence in the army, in Government offices, and in every stratum of society, remained active. This was proved when the trial of Duca's murderers took place. A military court sentenced them to comparatively mild jail penalties and let the instigators go free.

This was the signal for the renewed activity of Codreanu's followers.

Murder, long known to be a political weapon in the Balkans, had started Codreanu on his career. When barely seventeen, he penetrated into the office of Prefect Manciu in Iasi—at the time when that functionary was decrying the ultra-nationalist and anti-Semitic demonstrations of university students—and killed him with three revolver shots.

Made a hero

A jury, influenced by unrestricted nationalist propaganda, acquitted young Codreanu, who was turned into a national hero.

Endowed with exceptional powers of organisation and a fanatical belief in the supremacy of the Roumanian nation, Codreanu established first the "Archengel Michael League," which he

Human Machine

The Eternal Miracle

NEVER be afraid of experience. It is experience that makes us grow up. It is by experience that we become men and women and cease to be children. In an old book of ancient wisdom, the writer said: "Experience is the forcing house of reason." Another ancient writer said: "By experience we find out a shorter way by a long wandering." And still another wrote: "One thorn of experience is worth a whole wilderness of wandering."

Many people try to run away from experience—particularly when the experience looks like being sad and painful—because they are afraid they will not be able to stand up to the strain. They need have no fear.

There has never been a strain yet to which the human mind and spirit could not stand up. There are still—despite the tremendous advance of scientific knowledge—deeps beyond deep in the human mind that no living soul has yet plumbed.

If you have courage and resolution and determination, the strength you need will be there when you require it.

Those who fear to face experience are those who have never faced experience and learned that the human mind comes through—not only unscathed—but renewed. The energy that has been poured forth has been restored and increased. There is a deeper wisdom, a greater resolution, a bigger grasp of essentials. We grow up by what we suffer—not by the mere passing of the years.

You may think that life is insupportable. You may believe to-day that no human being can go on bearing the burden you are carrying at this moment.

You are wrong. You will prove yourself wrong as the days go by. You will discover, as thousands have discovered before you, that you can surprise yourself. What you are is nothing. What you can be—if you will only pull yourself together and use the strength that lies hidden in you—is the real and ever recurrent miracle of mankind.

TOPS *the* DEATH LIST

later transformed into the redoubtable Iron Guard.

Organised on German Nazi lines, the Iron Guard is to-day the most formidable power in Roumania.

Codreanu, who demonstrated his peasant origin and his faith in the mission of the peasantry, by wearing the white national costume on every occasion, has given himself a comprehensive political and historical education and knows the ropes of spectacular leadership.

Unscrupulous

He shows himself in public but once a year, on St. Michael's Day, at the great annual meeting of the Iron Guard. The rest of the time he only appears to the fifty leading executives of the Guard, a chosen group composed of able and determined men who are under an iron discipline, and have sworn a solemn oath to obey their leader in whatsoever he commands them to do, without question or remonstrance.

Codreanu is no orator, yet he holds his audience spellbound on the rare occasions when he speaks.

His trick is to mount upon the platform and gaze at the audience for a few silent moments with his large, feverishly glowing dark eyes. When he begins to speak in a curiously hoarse, toneless voice, his words have a quality of conviction and fanaticism that carries his audience away and has brought the Iron Guard hundreds of thousands of followers.

Such is the man who is the greatest enemy of the King's mistress; and, as events have shown, he does not hesitate to use the most unscrupulous means in doing away with Roumania's "evil spirit." But will he succeed?

Mme. Lupescu receives menacing letters by the hundred. Anonymous correspondents threaten to take her life unless she agrees to break for good with Carol, and the known fact that the Iron Guard, the formidable Codreanu, is behind them, adds weight to their threats.

Few know that the liaison which may now cause a serious revolt was deliberately engineered by politicians. They little thought of the ultimate result.

The story goes far back, to the time of Carol's first morganatic marriage with the celebrated Zizi Lambrino. It happened in 1918, when Carol, the young Crown Prince of the realm, which was then almost entirely occupied by German troops, fell in love with the gay, beautiful seventeen-year-old daughter of Colonel Lambrino.

Strangely enough Zizi Lambrino was said to bear a striking resemblance to Mary Vetsera, with whose name the tragic fate of Crown Prince Rudolf of Austria was coupled.

Carol was so infatuated that at the Roumanian Court they feared another Mayerling tragedy. Instead of shooting himself, however, Carol took his lady-love to Odessa, and was clandestinely married to her in an orthodox church.

Carol and his morganatic wife proceeded to Paris. No threats and no promises could induce him to be separated from Zizi, who soon bore him a son.

When the health of King Ferdinand began to fail, however, the concentrated efforts of his family and of the politicians at last succeeded in persuading Carol to agree to a divorce.

Zizi Lambrino received a very handsome annuity in return for her consent to renounce the name of Hohenzollern, which legally she would have been entitled to bear, and for the promise of not letting her son know that he would one day have the right to bear another name than that of Carol Lambrino.

It was a cruel blow to Carol, but he bowed to reasons of State, and in due course married Princess Elena of Greece.

In spite of the birth of a son, which filled loyal hearts in Roumania with joy, the marriage was unhappy from the first. Carol is, or was, of a characteristically gay, buoyant, laughter-loving nature, and Zizi was the same. Elena was cool, aloof, always on her dignity. The two types clashed.

Soon Bucharest whispered that Crown Prince Carol kept away from his wife as often as he could. He visited provincial garrisons with unprecedented zeal, only to be able to stay away from Bucharest and Elena. He sought the society of other women.

Such was the situation when Crown Prince Carol received the official mission to attend the funeral of the late Queen Alexandra in London.

At this time it was whispered in Bucharest that the Crown Prince was infatuated with a petite, slightly freckled, auburn-haired young divorcee, Mme. Lupescu. Her husband had been a major in the Roumanian army.

Flame kindled

Mme. Lupescu had the reputation of being the best-dressed woman in Bucharest—a city where many women dress well—and nobody had ever seen her serious. She was another of the laughter-loving, gay young people whose company the Crown Prince enjoyed after the frosty dignity of his home.

Lately Carol began to take an active interest in politics too. His father, Ferdinand, was already gravely ill, and Carol began actively to prepare himself for his future duties.

His opinions clashed with those of the all powerful Jonel Bratianu, who was the unopposed political leader of Roumania at that time. Bratianu feared trouble for Rumania if Carol came into power. He deliberately plotted to get the Crown Prince out of the way.

So on his return from London, stopping at Paris for a short sojourn, Carol encountered Mme. Lupescu at an official reception at the Roumanian Legation. And Jonel Bratianu, the old Balkan diplomat, had a good deal to do with her being there.

This unexpected meeting kindled Carol's interest in Lupescu to a flame of passion. Influences were brought to bear upon him, which soon settled his decision of renouncing the throne and staying in Paris with Mme. Lupescu.

That was how the second royal romance, which has proved so troublesome for Roumania, began.

Life in Paris was not so simple for Carol and Mme. Lupescu. Zizi Lambrino also lived there and was naturally indignant that another woman should have attained what she had been obliged to renounce.

The obstacle

In her diary Mme. Lupescu writes: "I was obliged to send away the cook and the footman at short notice. I discovered they were spying on us and reported daily to Zizi Lambrino all that happened at our home. I have also found out that somebody had been trying to persuade this cook to poison our food."

Carol renounced his claim to the throne, and his young son, Michael, after the death of King Ferdinand, was crowned King of Roumania, with a Regent governing on his behalf.

Then came Carol's unexpected return to Roumania, and his restoration, on the understanding that he would have nothing more to do with Mme. Lupescu.

An attempt was made at a reconciliation between Carol and Elena, but it failed and a divorce was then arranged.

There was some talk of another royal marriage for Carol, but there was one obstacle that could not be overcome—red-haired, laughter-loving, Mme. Lupescu.

And so it comes about that to-day there is open war betwen the consumptive, fanatical peasant boy, Corneliu Zelea Codreanu, and the King's mistress, Magda Lupescu.

Codreanu has the masses behind him; Lupescu has the King. . . .

Nobody can safely prophesy who will win!

SHOCK FOR POOL FANS

AN attempt to intimidate people who are in the habit of entering coupons in the various football pools is being made by Mr. C. West, who is trading as the National Registry of Defaulters, Room 7, 41, Islington, Liverpool.

The experience of a reader living at Wellingborough, Northants, is typical of others.

Recently he received an unstamped envelope which contained a printed letter from this concern intimating that he had been reported as a defaulter by a certain football pool.

Then this amazing letter demanded that the amount alleged to be due "must be paid to us immediately, otherwise your name and address will be posted to every racing and football accountant in the country and any further winnings either on racing, football coupons or football pools will be withheld from you and any person using your address.

"You will not be stopped from entering, but you will be wasting your time and postages as you will not be paid if you win.

"Should you ignore this notice, more drastic steps will be taken to force you to keep your promise to pay this debt of honour.

Obviously, the bullying tone adopted by Mr. Clement West, of the National Registry of Defaulters, is intended to intimidate nervous football punters.

But such letters are being received by people who have not entered any coupons in football pools. The Wellingborough reader, for instance, had never sent a coupon to the firm named.

The threat was also made that he would be reported to the Chief Constable.

The danger of such threatening letters lies in the fact that some people might be persuaded to send money they do not owe to the National Registry of Defaulters.

Recently, there have been many callers at the office of Mr. West indignantly protesting that they are being threatened about non-existent "debts of honour." They are soothed by the assurance that there may have been a mistake which will be rectified.

* * *

Clearly the bullying and threatening letters sent out in unsealed envelopes are open to the gravest objections, and we are sure that reputable pool organisers will not countenance such methods, even in the collection of *bona-fide* debts.

Incidentally, the National Registry of Defaulters is not even registered as a business name.

Apart from the Registry of Defaulters, Mr. Clement West has been for some years past interested in a number of business ventures. He is the proprietor of the *Merseyside Chronicle*, a weekly periodical which is issued free of charge.

Our advice to readers who receive threatening letters of this nature from Clement West is to ignore them.

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If POISON GAS comes . .

YOU *are* Doomed, *Too!*

A British Red Cross unit in Abyssinia after an Italian poison gas attack—"its introduction into warfare menaces the whole of civilisation"

—by— A. G. Gardiner

I DO not remember any event which has so shocked the people of this country as the happenings in Abyssinia. With the exception of Sir Oswald Mosley and Mr. Garvin, and the little factions they appeal to, it may be said that one sentiment is universal.

It is a feeling of mingled shame, horror and indignation. If there is resentment against our Government on the subject, it is not because of what it has done to stop the crime: it is because its efforts have been so feeble and so inadequate.

But deeply as the country is moved, I doubt whether it yet realises the full significance of what has happened. Abyssinia is a long way off, in another continent. It is inhabited by a black and semi-barbarous people, for many of whose habits and practices we have no sympathy.

Equal peril

The dreadful thing that has befallen them shocks our sense of humanity, but has otherwise no bearing upon us. It is remote, belongs to another plane of existence, can never afflict us.

But that is not the case. The horror is the Abyssinians' to-day. It will, if Mussolini triumphs, be ours to-morrow. The fate that has overtaken the Ethiopians in their mud huts is the fate that will overtake you and me, our wives and our families, on a scale incredibly more devastating, at the first outbreak of war.

Poison gas cannot be localised. Bombardment of open towns and Red Cross hospitals cannot be localised.

Mussolini has introduced these horrors into warfare. If he shows that he can conquer a great country by them and escape punishment, then those horrors are established as part of the equipment of war. Every country will be in equal peril, and the whole object of the belligerent will be to drench the enemy country with poison gas before the foe can drench his.

There will be no declaration of war, for the whole motive will be surprise. The blow must be struck while the enemy sleeps. The armies in the field and the navies at sea must be anticipated by a panic in the enemy nation, such a panic as we can conceive a poison gas attack on the Mussolini model would produce in Paris or London, Berlin or Rome.

This is the significance for us of what is happening in Abyssinia. This is the menace with which Mussolini threatens our life. He has brought poison gas into European aerial warfare. If he is not destroyed, poison gas will destroy civilisation.

Let us be under no misapprehension. The Italian gangster has done this quite deliberately. He foreshadowed it years ago in his famous speech when he told his people that he was going to build an aerial navy that would "blot out the sun." He did not hint at poison gas then. He kept that up his sleeve. Moreover, he had signed the anti-gas protocol of the League in 1925, and dare not give his intention away until the moment came to strike.

Purchase proved

But that he meant to use it is evidenced by his preparation for his spring at Abyssinia. He sprang, without a declaration of war, on October 2, and within a week there were the first warnings for Ogaden that he was employing poison gas. It was known that he had it, for its purchase is proved and its transit through the Suez Canal was registered.

It was not until the failure of his campaign seemed possible that he began to use it openly and indiscriminately. He issued his "annihilation" order and swept the country with the poison gas. The fact is no longer in dispute. It is proved by reports from every disinterested quarter.

Baron von Rosen, of the Swedish Red Cross, describing the attack on his unit at Kworam, said, "Mustard gas descended like a great cloud. The poor devils without gas-masks suffered horribly."

Dr. Melly, of the British Red Cross, has reported to the League that he "treated about 100 serious cases of poison gas in three days."

Dr. J. W. S. MacFie, of the British Ambulance, says he treated personally hundreds of men, women and children between March 1-18. The Norwegian Red Cross, Dr. Junod, of the International Red Cross, and Dr. Brophil, the Irish surgeon, have all given similar reports. Dr. Brophil has also supplied the War Office with one of the poison gas bombs dropped by the Italians.

No one has pictured the terror more poignantly than Capt. Townshend Stephen, of the British Red Cross. Let me quote a passage from his report:—

"Thousands of helpless men, women and children are victims of the horrible festering boils and sores which the gas has produced. We have treated about 3,000 of them during the last month (March), and of these 20 in every 1,000 died. But there must be hundreds affected who never reach medical aid. The gas descends like an invisible dew of death. The victims are unaware they have been affected until an hour after the raid, by which time a mother may well have passed the terrible affliction to her child. Babies die instantly."

And apart from the human suffering is the suffering which the poison gas spreads among the animal world, both wild and domestic, suffering for which there is, of course, no possibility of treatment.

This is the horror that Mussolini has introduced into war. As I have said, it is a horror that cannot be localised. If it wins in Abyssinia it wins everywhere. Every nation will have to prepare for it, lest the enemy should spring the surprise on it and get the blow in first.

The anti-gas protocol is dead, torn to shreds by the gangster as he has torn every other treaty he has signed to shreds.

Without warning

And horrible as poison gas war in Abyssinia is, it would be inconceivably worse in Europe. There it falls on a savage, thinly-populated land. Here it would fall on vast cities which are the pride of our civilisation and upon crowded and helpless populations. It would not fall tentatively or warningly. It would fall with the maximum of terror, for its purpose would be to create universal panic and instant surrender.

Is that to be the end of all the centuries of human struggle to make a better world for man's brief, earthly dwelling?

Is the achievement of the ages to be wiped out by poison gas at the decree of a ruffian compared with whom Genghis Khan was a gentleman?

If not, then Europe with one voice and one will must decide that it shall not.

If the statesmen of Europe a year ago, or six months ago, had been faithful to their trust this dreadful thing could not have happened.

France shares with Italy the indelible shame of this awful chapter in human history, for if she had been loyal to Europe and the League, Mussolini to-day would be a discredited and defeated criminal. Our statesmanship, too, must bear some of the shame for its failure to tell both Italy and France last year that this crime should not be done.

It has been done. But the victory must not be consummated. If poison gas is not to dictate the fate of Europe, the coward and bully who threatens humanity with it must be brought to his knees.

NOT FROM THE B.B.C.

Gents and Chaps

'TIS fine to bear without abuse
The grand old name of gentleman,
Defamed by every charlatan,
And sullied by ignoble use.

But what precisely is a gent.?
Though many to define him yearn,
No effort, up to date, would earn
Of marks, say, ninety-nine per cent.

He is not this, he is not that;
He would not stoop to that or this—
Such negative descriptions miss
The mark. Won't some one tell us pat?

Even learned Judges, when they seek
A definition to supply,
Are put to rout—so how can I
Succeed where failure dogs the Beak?

When we used to read that Timothy Scrubbs, marine dealer, James Grubb, scavenger and Joseph Snook, gentleman, had been convicted of assault and battery, we knew that that "gentleman" merely meant that Joseph, unlike his good companions, did not even pretend to work.

The Law having gratuitously assumed that no gentleman would be guilty of working, found itself compelled also to assume that anyone who didn't work was a gentleman. Nowadays, however, Snooks is merely described as of "no occupation," leaving us to guess whether he is living on an annuity, his missus, or the hope of meeting a mug.

But the fact that Joe Snooks has ceased to be a gentleman in the eyes of the Law has not solved the mystery of who or what is one. The Lord Chief Justice has just told us that it is "a man who is never rude unless he means to be," but even this is not entirely satisfactory.

Connoisseurs once upon a time held the opinion that you could identify a real gent. by the fact that he carried his handkerchief inside his cuff. But when bank clerks and other lowly persons took to doing this we were again left without a reliable clue.

* * *

Of course, we all know that a gent. wot is a gent. treats a girl proper, does not pay less than tuppence for a cigar, wipes his boots before putting them on the mantelshelf, and never fails to say "my mistake!" after having swallowed someone else's beer.

But a man who observes all these rules may still commit some trifling *faux pas*, such as picking his teeth with his neighbour's fork or wearing the old school tie with evening dress, which would create doubt as to whether he was truly a gent. or even an esq.

Indeed, nowadays, the distinction between a gentleman and a man is so very subtle that it is doubtful if in a nudist colony the keenest observer could tell a gent. wearing a bowler hat from a man masquerading in a belltopper.

I know a horde of honest coves,
Of decent fellers, likely lads,
But all of them appear to lack
That subtle something, flair or knack,
That marks a gent. from outside cads!

I own I'd dearly like to be
A gentleman before I croak;
But no one will disclose the rules,
Nor are there correspondence schools
To make a gent. of just a bloke.

For if those who the secret know
Did not retain it 'neath their hats,
Mere chaps, like me and you, might then
So swell the ranks of gentlemen
That up would go the price of spats!

Y. Z.

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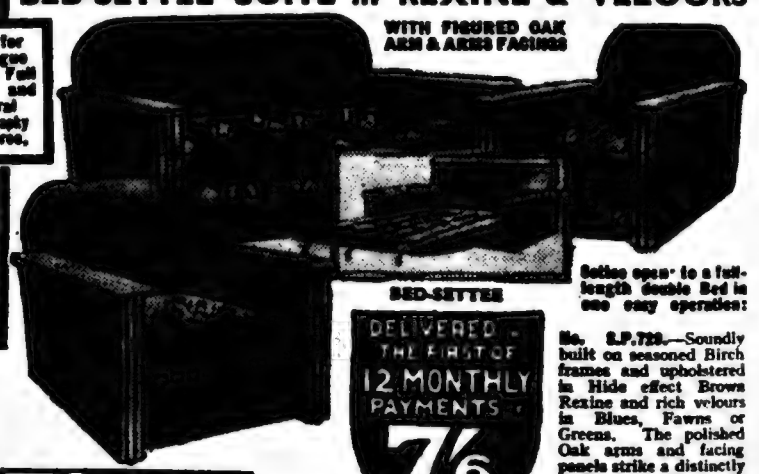

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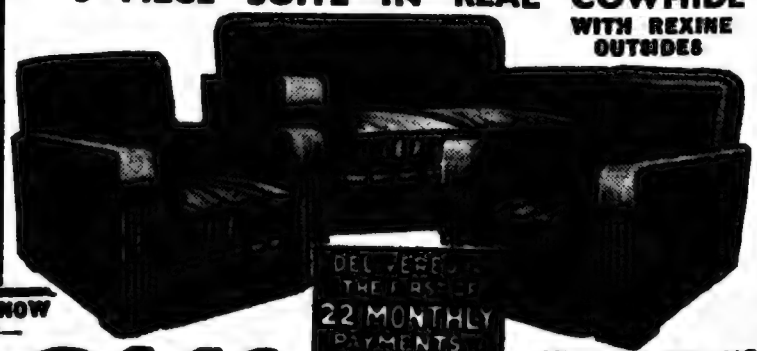

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12 WOMEN *in* *Dread of* MURDER

Jeanet Cotton, Mdlle. Bertron, a suspect held by Paris police; French Fifi, whose death is still unsolved; and below, M. Lacroix, on trial in France for the murder of Max Kassel right)

GRAVE events are taking place in the underworld of London. The chiefs of Scotland Yard, who are fully alive to the situation, have already begun to take drastic steps to cope with it.

Within two months of the publication in these columns, under the heading of "Thirty Max-the-Red Murders," of some exclusive facts relating particularly to the murders in Soho of a man and woman belonging to one of the most dangerous international gangs in existence, yet another woman has been done to death.

Jeanet Cotton was her name, and she was found strangled in her Soho flat. a fortnight or so ago.

The dead woman, we can reveal, was a close friend of Josephine Martin, alias "French Fifi," who was killed in remarkably similar circumstances last November. They had much in common, being Frenchwomen by birth who had acquired British nationality by marriage.

Both, too, had at one time or another been associates of the notorious Emil Allard, who, in the underworld of London, New York, Brussels, Cairo, Antwerp and Paris, was known alternately as "Red Max," "Max the Red," "Ginger Max," "The Bug" and "Yellow Face."

Allard, it will be recalled, was also murdered in Soho within a few weeks of "French Fifi."

Put away

Enquiries which have been made by our Special Investigator into the murder of the latest victim, Jeanet Cotton, enable us to state quite definitely that "French Fifi" was murdered because she "knew too much."

For years she had played varying parts in the machinations of the gang of which Allard was one of the leading lights in London, but for reasons that went with her to the grave she had fallen out just before her death with some of her more important confederates.

It can now be established that during the last few months of her life "French Fifi" had been in touch with six or seven wealthy French and Italian white slave traffickers whose banking accounts were heavy with the profits of their vile trade here.

It was because she was believed to have decided to disclose information about them to the police that she was "put away."

The gang to which "Red Max" and "French Fifi" belonged have only one punishment for "squealers," and that has been meted out relentlessly to each of them.

Was Jeanet Cotton, the victim of Soho Murder No. 3, also murdered because she "knew too much"?

Many people in Soho are saying that this was the case.

She had gone in fear of her life for weeks, which is not surprising when we say that she was once a very prominent figure in the gang's Parisian operations. She was then friendly with certain associates of Mario Paravicini, a slaver who was killed recently in a quarrel in the French capital, and she entertained dupes of the gang at expensive night clubs in Paris.

"Red Max" acted as her bodyguard in those days, and it was under his wing that she finally came to London and settled down here, living for a time in luxury at various flats in the West End of London, where in earlier years she entertained wealthy visitors to the Metropolis, including at least one Eastern potentate.

A few years ago, Jeanet Cotton fell into the hands of a young alien abroad, who was at enmity with Mario Paravicini, Emil Allard and other of their loathsome confrères.

She lost her *status* in the gang after that, and finally settled down in Soho to a comparatively quiet and orderly life.

Facts which have now come to light have led to Scotland Yard forming a special "vice vigilance force," which is composed of some of the best men in the police service, for the purpose of getting to the bottom of white-slavery activities in this country.

So grave has the position become that it is believed in certain circles that 1936 will be the worst year of this sort of crime since before the war.

Several individuals, mostly of French and Italian origin, suspected as belonging to the "squealer" class, have during the past few weeks been attacked by agents of this international organisation.

One woman was so badly cut about that she had to be taken to hospital, while a man who has been involved with several known international criminals for years in operations of the kind we are describing was jabbed with a broken glass because he was known to have given information about a Frenchwoman who, at the time, was running a disreputable establishment within a few hundred yards of Piccadilly Circus.

Indeed, as the outcome of the murders of "French Fifi," "Red Max" and Jeanet Cotton—known to her associates as "Janin le Jolie"—it is officially known that quite a dozen women of alien origin in London alone are to-day going about in fear of their lives.

Back again

During the interminable investigations into these three murders it has now been discovered that "Red Max" himself was associated with at least two other murders in recent years—*in both of which the victim "knew too much."* In all, as we revealed in our last exposure, the gang with which he was involved had, up to the time of his death, been responsible for thirty murders here and abroad.

Since the autumn of last year more than fifteen "known" white slavers have been found in London without permission and deported.

One, banished at the beginning of this year, was back again in London within eleven days!

Like many of his kidney, he works in collusion with other aliens here who, on a like mission, carry on dummy businesses.

All are part and parcel of the same gang, however, and live on the proceeds of the traffic in women.

From a voluntary confession made recently by an alien who is now back in his own land the police have discovered that arrangements have been made for girls to be smuggled into this country in larger numbers than ever before.

Luxury flats, at huge rentals, have already been taken in readiness for them in fashionable districts.

Bogus London estate agents, financed by the gang, do the work of providing these flats, and some idea of the calibre of the alleged "proprietors" of these agencies can be illustrated in a brief description of one or two of them.

First and foremost is a man who has been responsible for scores of "marriages of convenience" in this country.

He is particularly active at present, is in constant communication with some of his alien chiefs, and was the almost inseparable companion of a Frenchman who left the country somewhat hurriedly a few weeks ago.

Another is a man who has served several terms of imprisonment for various offences, and who has among his staff several ex-convicts.

"Estate agent" 3 on our list is a rogue who was mixed up with a white slave murder which took place several years ago. At the moment, he has something like fifty foreign women under his wing, charges them exorbitant rents for the flats he lets to them, and shares the profits with his superiors in Paris, passing the money on through agents who are always coming and going across the Channel.

Yet another of these seemingly genuine enterprises is run by a man who occupies a leading place on Scotland Yard's records as a "marriage" expert. Not long ago he went to jail for forming a bigamous alliance.

Disquieting

It is a disquieting fact that, in readiness for the advanced plans to increase the number of alien women here, mushroom agencies of this type are springing up all over the West End. One has been opened by a rascal of foreign origin who distinguished himself some time ago by brutally assaulting a rival, though luckily for him his victim—who nearly died—refused to make afly statement to the police!

During the past few weeks many men of alien parentage, all known members of this sinister group, have been told to leave the country. Some have gone; others are going. But the danger is, nevertheless, more sinister than ever, *as coming events will prove.*

Let us study a few figures, arrived at officially, to give some indication of the evil as it stands to-day. In a square mile from Piccadilly Circus there are at present from 300 to 400 women of alien origin who have been "settled" here by members of this great crime organisation!

It is to be devoutly hoped that, with a situation as grave as this, the murders of "French Fifi," otherwise Josephine Martin, and "Janin le Jolie," otherwise Jeanet Cotton, will yet be solved.

But the drive must not end there. It must go on until all the principals among the noisome pests we have described have been brought to book.

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A FREE trial supply of Steradent, which cleans and purifies dentures, is offered to readers who send 1½d. in stamps to Steradent, Ltd. (Dept. 61V), 10, Chitty St., Ldn., W.1. See p.38.

IF you would like particulars of a home course of Physical Culture which will increase your strength and keep you fit, fill in coupon on p. 38.

A FREE tube of Odol Tooth Paste will be sent to readers who write to Granbux, Ltd. (Dept. J.B.64), Norwich. See p. 24.

THE Pearl "Pension Scheme" offers an excellent method of securing a guaranteed income for life. Full particulars will be sent, without obligation, to readers who fill in coupon on p. 20.

A FREE guide explaining all about Morecambe and Heysham holiday resorts on the Lancashire coast can be secured from the Advertising Manager, Room 16, Town Hall, Morecambe. Mention *John Bull* when writing. See p. 41.

FREE.—A fascinating book of modern colour schemes of painted specimens of all Maisope colours is offered to *John Bull* readers. Simply send a p.c. with your name and address in block capitals to Lewis Berger & Sons, Ltd. (Dept. B.3), Homerton, London, E.9. See p. 36.

100 SOLID Silver Cider TANKARDS free. Here's a chance to test your skill in a free, simple competition. Turn to the Bulmer advt. on page 23. Simply fill in what you consider are the best words to complete the Bulmer advt. Write your suggestion on a postcard and send to H. P. Bulmer and Co., Ltd. (Dept. J.B.3), Hereford. For the best replies 100 solid silver Tankards will be distributed free. Entries must be sent in by May 7.

NAIL BITING.
A real cure at last! Free booklet, sent privately for 1½d. stamp, explains how you can free yourself (or child) of this objectionable, health endangering habit.—Flitex, Ltd. (Dept. J.B.), 21, Broadway, Crouch End, London, N.8.

BOY'S 7 DAYS of TORTURE

Where Was the Hospital Doctor?

REGINALD FISHER, of 9, Urswicke Road, Battersea, is only thirteen years old, but he is a little hero, and has made hospital history by appearing on the "danger list" of one institution while being registered simultaneously as an "out-patient" with another!

The story behind this seeming paradox is an inspiring epic of a schoolboy's fortitude; but it also sheds a sidelight on the need for tightening up regulations governing the attendance of emergency cases at public hospitals.

Young Reggie Fisher, who is at present lying seriously ill at St. James' Hospital, Balham, is the son of a widow who earns her livelihood selling flowers in Mayfair and Belgravia.

Mrs. Fisher is a great character well known as "Mabel" to her many distinguished customers.

Ten years ago her husband died, leaving her with ten children to bring up, but with nothing other than the heritage of this flower-selling business. In his lifetime he had established the "round" she has bravely carried on.

It is to Mrs. Fisher's credit that she shoulders her difficulties courageously and has continued to fend for her large family admirably. She has no widow's pension

Great agony

The circumstances surrounding the admission of her eighth-born, "Reggie," to hospital sheds tragic light on the plight of such women who are forced to go out to work all day, leaving their children to look after themselves.

There is little doubt that but for the skilled treatment he has received in St. James' Hospital, Reginald might easily have lost his life.

In his mother's absence on her usual business, he came home from school one day to prepare his own lunch. There was nothing unusual about that, for such children soon learn to look after themselves.

Reginald started to prepare himself a meal, and was making a cup of cocoa when a mishap occurred. The kettle of boiling water, slipping from his hand, poured, a hissing stream, down his leg.

Many an older person might have lost their head in such a calamity; not so young Reggie Fisher. He was in great agony, but he remained cool and collected.

When he had recovered sufficiently from the shock, he realised that his injuries required urgent treatment. So, with characteristic independence he set out, limping painfully until he found the

Mrs. Fisher, the injured boy's mother, a great character well known in Mayfair and Belgravia, where she earned her living selling flowers

out-patients' department of the Battersea General Hospital, ten minutes' walk distant.

There his burns were dressed, and he was allowed to return home, being told to attend again on the following day.

It is clear that the gravity of the injuries the boy had received were at first underestimated. Doubtless the very fortitude with which he bore his sufferings contributed to this.

When Mrs. Fisher returned from her day's work, she found the lad swathed in bandages. He was still enduring great pain, and was put to bed.

Next day, precisely as he had been instructed, he went to the hospital in Battersea for a fresh dressing. A feature of the entire case, in fact, is the remarkable courage and common-sense displayed by this thirteen-years-old son of a street trader.

His mother naturally believed that as his wounds had been so promptly dressed he would soon make a complete recovery. Her faith in the Battersea General Hospital was absolute, but after his burns had been dressed a second time Reginald's condition become worse, and he had to stay in bed.

He attended at the hospital again after three days. Up till now he had not been seen by a doctor, but he was informed that he would be examined by one on the succeeding Tuesday.

In the meantime, however, a discharge appeared through the bandages, and he continued to be in great pain.

It was obvious that the burns the lad had received were far worse than they had at first appeared, though, as we have said, the courage with which he bore his sufferings may have conveyed the impression that his injuries were comparatively slight.

At the end of her long day's work, Mrs. Fisher came home to find the boy's condition serious, and in alarm she went with him to the nearest panel doctor.

It is now clear that he should have been examined by a doctor in the early stages, and how it came about that this precaution was not taken at the hospital where he first reported is a matter that calls for some explanation.

Whatever the reason for the omission may be, it is a fact that immediately the panel doctor saw Reginald Fisher he got in touch with a hospital to which he himself is attached.

His examination showed that the boy's leg was turning septic, so not a moment was to be lost. A word over the telephone ensured prompt attention, and an urgent letter, drafted in his surgery, secured Reginald's admission to St. James' Hospital, Balham.

A communication was immediately sent from the steward of St. James' Hospital to Mrs. Fisher revealing that her son was dangerously ill and undergoing an operation.

Thus, not until seven days after he had been severely scalded, did this thirteen-years-old schoolboy receive the treatment his case demanded. He was then put to bed, and placed under an anæsthetic in order that his wounds might be cleansed.

Plucky young hero

It would be idle to attempt to apportion blame to any individuals in the Battersea General Hospital. We know full well the good work that is performed by such institutions. We know something of the tremendous demands made upon their resources and that countless patients receive kindly and expert attention.

But at the same time it is clear that an error of judgment occurred with regard to Reginald Fisher, and there should be some enquiry if only to ensure that there shall be no repetition of this nature.

For a time Reggie Fisher was regarded as dangerously ill, and the fact that he is now out of danger is to the credit of the doctors and nurses of St. James' Hospital, Balham.

All our readers will raise their hats to this plucky young hero and wish him a speedy and complete recovery.

CROOK *with the* SAINT-LIKE LOOK

THERE is a very dangerous criminal at large whose victims are to be found from one end of the country to the other. He has robbed people in all walks of life, has caused at least one Government department endless trouble, and moved the Commissioner of Police to send special warnings about his operations to every area police chief in the land.

He is well dressed and benevolent, looks more like a clergyman than a crook, and carries out his plans with a calmness and precision which one rarely finds in a man of his type.

In spite of his saintly appearance he has a score of aliases which, during recent times, have included those of "Reginald Easterbrook," "Arthur Watts," "Ernest Willesley," "Ernest Atkins," "Albert Dommore," "Joseph Davis," and "Richard Braund." Needless to say, all are assumed by him with an indifferent air, and the fact that he has often borrowed them from people who rightly possess them worries him not one little bit.

He goes about saying that he is an important official in the employ of the General Post Office, and that his work is of the most confidential character, being concerned principally with the surveying of sites for new post offices, the installation of new electrical and telegraphic equipment, the proposed erection of Government buildings, and so on.

Quite a formidable dossier about his ingenious frauds has been compiled by the Postmaster-General and the Criminal Record Department of Scotland Yard.

It is no exaggeration to say that scores of struggling shopkeepers, hotel and boarding-house proprietors have suffered badly at his hands during the past few months.

He called the other day at a small hotel at Cardiff and, carrying a despatch case which had the appearance of being "official" in style, asked for rooms for a prolonged stay. He confided that he was from the General Post Office in London, and for an indefinite period would be engaged locally on the supervision of men who were shortly arriving to carry out a costly Government contract in the district.

For some days he lived well at the Cardiff establishment, leaving and returning for meals as though he was busily engaged on his special work. Then he booked a series of rooms at adjacent boarding houses for subordinate colleagues from the G.P.O., who, he said, would be travelling down from London on a certain date to commence their duties.

Det.-Supt. Askew

On the pretext that he had run temporarily short of cash he borrowed a substantial sum of money from the small hotel owner a little later, and disappeared, leaving his victim to discover that he had similarly swindled numerous other people in the district by much the same sort of tale, and had also defrauded tradespeople.

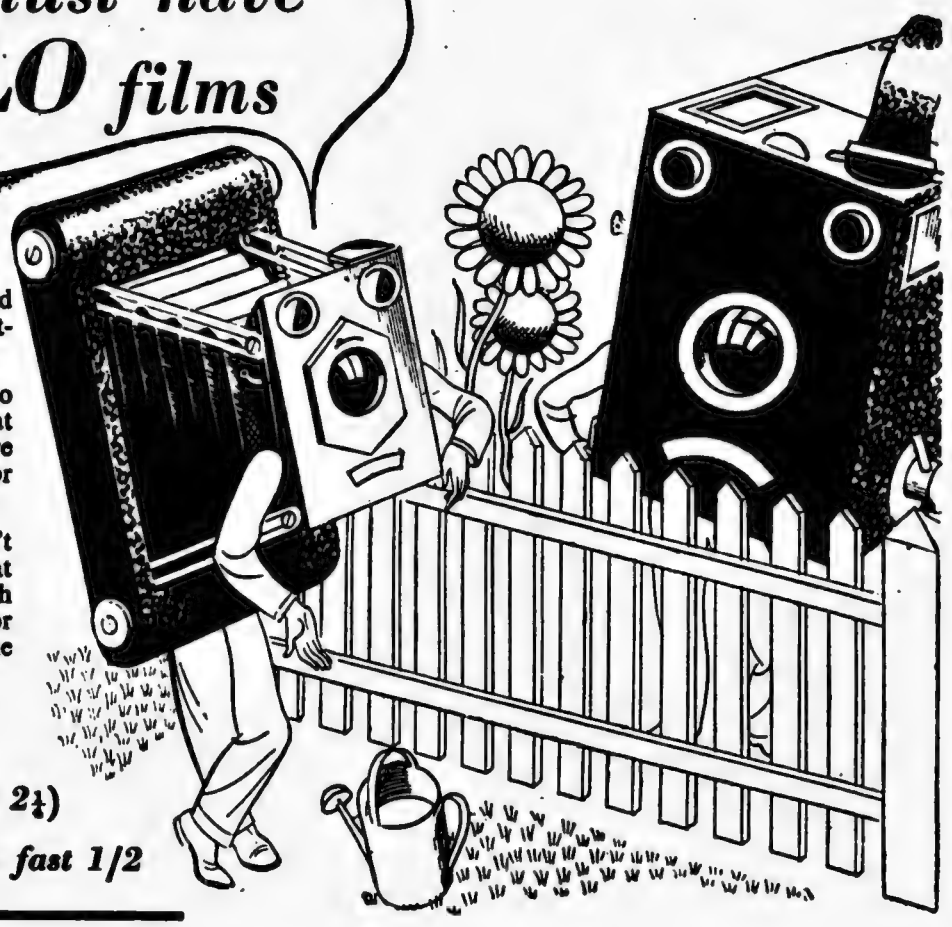
His audacity knows no bounds, as was instanced when he hurried into a garage one day and, presenting himself in his General Post Office rôle, said that he had been held up in a train accident and needed a car to take him as quickly as possible to an isolated spot some miles away where he had two large gangs of G.P.O. men working.

As no one was available to drive the car, Easterbrook actually induced the manager of the garage to allow him to drive it away on the understanding that he left a cheque behind as security.

For much too long has this rogue been imposing upon people in this callous fashion, and it is time he was captured. A good and well-deserved spell in jail would not be his first, for our records show that he has, for earlier escapades, already served several terms of imprisonment.

A special search for him is being made by officers under Det.-Supt. Askew, of Scotland Yard. But until he is caught, all small hotel proprietors and tradespeople should look out for this "man from the G.P.O."

we must have SELO *films*



"They've been leading me up the garden," snapped the Box Camera, "expecting me to turn out first-rate pictures on inferior films!"

"Things will develop better now you've got Selo films," said the Folding Camera, having a dig at his friend. "It stands to reason we can only give as good as we get, and if they give us Selo or Selochrome, they'll get the goods!"

"Precisely," nodded his neighbour. "We mustn't close our shutters to the fact that the chemists at Ilford have given Selo and Selochrome films both speed *and* latitude, which makes them ideal for this country where the light never seems the same for two days running!"

SELO — *1/- for eight* ($3\frac{1}{4}$ x $2\frac{1}{4}$)

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Weekly Informations from Sir Wyndham Childs

BUY the SUN! —Amazing Spoof

Anyone who can devise means of dispelling fog to let the sunshine through may make a fortune—but Fog Research, Ltd., won't help them!

AT the present time, when we have said good-bye to winter and are looking forward to the summer, it seems an unfortunate moment to talk about fog.

Yet certain enterprising individuals, I find, are hopefully approaching the public with schemes for the abolition of this nuisance.

As it has been estimated that the nation's fog bill amounts to £80,000,000, not counting financial loss through disease and ill-health, it will be appreciated that any scheme that promises an abatement of the menace is likely to be favourably received.

If we can make the sun shine at will life may indeed be brighter, and anyone who can really devise means of combating fog may quite conceivably make a fortune. London's bill alone amounts to £7,000,000; Manchester has to find £3,000,000, and Birmingham £2,000,000.

With such stupendous sums at stake it was to be expected that someone would eventually see in fog a profitable field for exploitation, and my attention has lately been called to two get-rich-quick offers that are worthy of examination.

Numerous people have been favoured recently with circular letters offering "great promise of financial advantage to those supporting it."

Enemy fog

These circulars go on to say that investments from £20 upwards, but not exceeding £1,000 in any individual case, are welcome—a fact that I find quite easy to believe!

Any money that members of the public may care to invest in the expectation of the promised "financial advantage" will be devoted, apparently, to an undertaking known as Fog Research, Ltd., which has been established to continue researches already started and to perfect a process for producing an apparatus capable of defeating man's "most relentless and persistent enemy, Fog!"

It appears that much research work still remains to be completed, but that when an apparatus is produced the demand and consequent profits will be of "incalculable magnitude."

Having thus whetted the appetite of prospective investors, it is intimated that, by a stroke of good fortune, it has been possible to secure for disposal 800 ordinary and 800 founder shares in Fog Research, Ltd.

This announcement is made by a Mr. P. Reid, specialist in "selected investments."

He appears to be particularly anxious to do his part in dealing a death-blow at the fog menace. So much so that he is prepared to accept 25s. for each ordinary £1 share, and to allow early applicants the privilege of applying for one 1s. founder share at par value in respect of every five ordinary shares taken.

Those who were not attracted by this proposition have been surprised to hear from Mr. Reid again after an interval of a few weeks, announcing with almost breathless excitement that he has a buyer for the shilling shares at 7s. 6d. apiece!

"You can, therefore, by taking up ordinary and founders' shares, immediately sell the founders' shares at a good profit!" is his triumphant announcement.

Now this is most generous of Mr. Reid, but it seems a little strange that such an astute man of business does not prefer to take the profit of 6s. 6d. on each founder's share himself instead of going to all the trouble and expense of printing circulars in order to place the opportunity within the reach of perfect strangers!

Such philanthropy is really too much for me to swallow.

Circulars have also been issued by a concern known as the Livingstone Trust, of Green Street, Leicester Square, London, in which it is intimated that Mr. T. Livingstone has been "successful in obtaining an option on all the shares in Fog Research, Ltd.," and that he is in the happy position of being able to "offer them at 23s. 6d. each to early applicants."

Enquiries I have caused to be made scarcely tend to foster confidence. The antecedents of Fog Research, Ltd., are not impressive.

Its registered offices are at 39, Cheapside, London, and it was formed as recently as January this year, with a nominal capital of £1,050, which some may think a modest equipment for combating an £80,000,000 menace.

A month after its formation the paid-up capital was returned as £7.

When one of my investigators visited the Cheapside offices of Fog Research, Ltd., he found it a small, unimposing place; and though the company had then been in existence for three months, it had not deemed it worth while to incur the expense of having its name painted on the door.

In fact, the only intimation that it was established there at all was provided by an envelope pasted up at the entrance!

When I further reveal that this same office serves as the headquarters of the philanthropic Mr. P. Reid, specialist in "selected investments," my readers will not find it such a strange coincidence that he should happen to have Fog Research shares for disposal!

In all these circumstances I counsel the public to look with disfavour upon any offers of shares that may emanate from such a source.

Not a Penny for a Lost Home

TRAGIC WIDOW OF 73

MISS ELIZABETH PATTISON, a grey-haired widow of seventy-three, is being slowly and relentlessly crushed beneath the wheels of an alleged slum-clearance scheme.

Her plight is representative of a host of similar injustices which are being inflicted in almost every town in Great Britain.

She is to be robbed of her home—a trim little five-roomed house in Cadwell Terrace, Easington Village, where she has lived for the past twenty-five years.

Her late husband had always promised her that they would buy the house so that they could end their days in peace and quiet, with a good roof over their heads.

So this grand old couple, who had in splendid comradeship faced the troubles of life with a brave smile, gave their minds to saving for that purpose.

It was slow work, but twelve years ago, after sacrificing many little pleasures and luxuries, they had at last succeeded in saving what, to them, was a fortune of £200.

Then came the great day when documents were signed, money handed over, and the house became their own.

When he died a few years afterwards he was content to think that his widow was thus provided with a home.

With an old-age pension as her sole income she took in two lodgers, who contributed to the household expenses, and she thus faced the future bravely.

Just over two years ago she decided to spend £100 on repairs and alterations to her little house, and this sum was raised on a mortgage.

New floors were put in, and modern sanitation was installed, so that Mrs. Pattison's little five-roomed house became an ideal home.

There can be no doubt as to this fact. When a JOHN BULL representative inspected it a few days ago he found it in excellent condition. The five rooms are lofty and spacious, walls and floors are in splendid repair. In fact, to use a local architect's phrase, "it is a better house than the majority of new working-class dwellings that are now being built throughout the country."

Yet on April 4, 1936, Mrs. Pattison was summoned to attend Castle Eden Court, where an application had been made by the Easington Rural Council for possession of her house, which had been condemned.

It is not surprising that the news that she was to lose her house without a penny of compensation was a bombshell to this lonely old widow who had hoped to end her days peacefully in the house which her husband had bought for her.

The poor soul could not attend at Castle Eden Court as her doctor certified her as suffering from rheumatism and cardiac disease. She was represented, however, by Mr. W. McKeag, a prominent Newcastle solicitor, who made a strong and eloquent appeal for justice. But it was all of no avail.

The case was adjourned for three months. At the end of this period the Easington Rural Council will claim possession of the widow's house.

In fairness to the local council, let it be said that Mrs. Pattison has been offered a new house by the council at a rental of 9s. 4d. a week, inclusive of rates.

Now it so happens that the new house is some considerable distance away, and if she moves there Mrs. Pattison will lose her two lodgers, who now provide part of her income. And she would be left with exactly 8d. a week on which to provide herself with food, clothing, light and fuel!

To add to the bitter irony of the situation, Mrs. Pattison was offered over £300 for her house two years ago and she refused, "because I wanted to end my days here in peace, as my husband wished. This is the most terrible thing that has happened in my life."

It is indeed a terrible thing that, as the law now stands, such people can be deprived of their property without being able to claim a single penny by way of compensation.

The scandal is one that our legislators at Westminster should consider without delay, for the list of tragedies of this sort is ever growing.

A CORRECTION

Owing to an error in a Press Agency's report we quite wrongly stated, in an open letter to the Minister of Health in our last week's issue, that the Veterinary Inspector for Swindon had condemned some parts of a cow suspected of tuberculosis, but had passed other parts as being fit for food after an extremely cursory examination.

It has been pointed out to us that it is no part of the Borough Veterinary Inspector's duty to certify whether or not an animal is fit for human consumption, nor did he purport to do so in this case. On the contrary he did certify that the animal in question was suffering from advanced tuberculosis. The responsibility for passing the meat as fit for human consumption was that of another official of the borough.

We naturally wish, therefore, to take the earliest opportunity of expressing our regret to Mr. J. C. Coleman, the Veterinary Inspector for the Borough of Swindon, and of offering our apologies to him for any annoyance our misstatement may have caused him.

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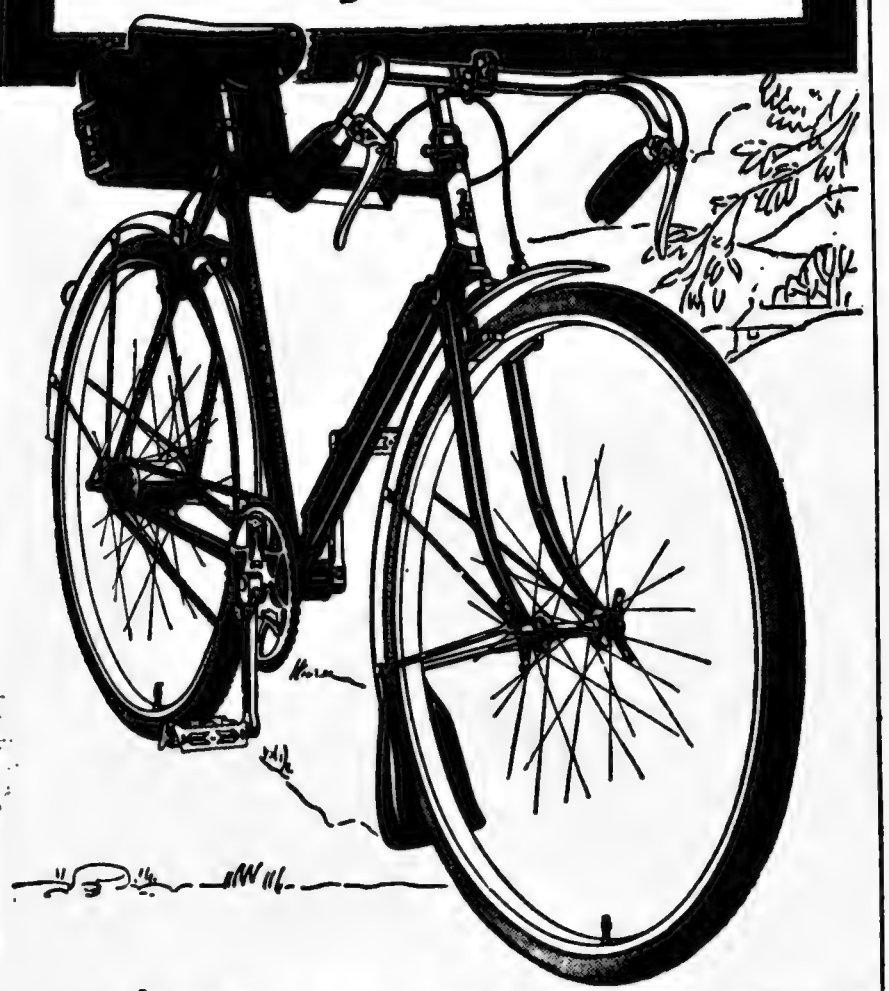

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Kindly write in BLOCK Letters and post this form in unsealed envelope (½d. stamp) to the above address.

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Naturally this guarantee applies only to manufactured articles, but every care is taken to satisfy ourselves as to the bona-fides of all advertisements in "John Bull." Any complaint must reach us within one month from the appearance of the advertisement in "John Bull," and in the case of dispute the decision of our Managing Director shall be final.

ODHAMS PRESS LIMITED, Proprietors of "John Bull."

Strictly Anonymous

Most men and women have some secret chapter in their lives that they have been afraid to reveal to any living soul.

Yet they feel that the mere telling of it would relieve their heart of a burden.

We invite readers to send in for publication at our usual rates their secret personal story, told in about 2,000 words. It will, of course, be "Strictly Anonymous."

"To ratify my vows or abandon the monastic life? The memory of Mary made me decide"

Love Broke my Vows —and ME!

THE facts which I am about to relate have been burdening my conscience for some years, but not until now have I felt able to put them to paper. Mine is a story of broken vows, base deceptions and a relentless retribution that followed.

It had its beginning when, at the age of eighteen I threw up a promising position to become a novice in a certain religious order. There was nothing spontaneous about this decision. I had given considerable thought to the question, and was convinced that I was chosen to follow that vocation.

The life was by no means easy, but being young and adaptable I submitted to the restrictions and, with the passage of time, settled down without any regrets.

Naturally, while in this novitiate stage I was cut off from the outer world, and thus most of the temptations to which the man in the street is subjected were eliminated.

After a probationary period of twelve months I was permitted to wear the habit of the order, and for the next two years pursued my studies as a novice with renewed zeal.

This term being completed I became a professed member of my order, taking temporary vows for three years of poverty, chastity and obedience.

★ ★ ★

I WAS then transferred to a college where members were trained for the teaching profession and where restrictions became a little less exacting.

After each meal we would leave the dining hall and proceed to the chapel, which, for certain services was open to the general public.

It was on one of these occasions that I first encountered a girl who was destined to change the whole course of my life. Our eyes met but for a fraction of time, but for weeks afterwards she lingered in my memory.

She was fairly regular in her attendance at the public services, and though we had no opportunity of meeting I often watched her furtively and found myself longing to make her acquaintance.

Six months later I was still trying to resign myself to the thought that we belonged to different worlds, and that there could be no turning back from the path I had chosen. But I had also discovered by discreet enquiry that she lived with her widowed mother on a property that adjoined the college.

Imagine my feelings, then, when one morning one of my instructors handed me a package and requested me to deliver it at the cottage which I knew to be the home of the girl who had so long filled my thoughts.

I set off in high spirits, scarcely able to believe my good fortune, and to my delight the girl was on the lawn as I entered the little wicket gate.

"Good morning," she said with a smile that put me at my ease at once, and for some moments we stood there chatting before I recalled the object of my visit.

She introduced me to her mother, who pressed me to stay and take some refreshment, and in a very short while we were all engrossed in conversation and on the most friendly terms.

The mother was kindness itself and pressed me to look in again to see them whenever an opportunity presented itself, and, needless to say, I readily consented.

Throughout the remainder of that day I was unable to concentrate upon my studies. Always the image of that girl floated before my eyes, and I kept repeating every word she had uttered and tried to recall the music of her voice. I was in love.

I know now that had I made an effort to banish those thoughts it would not have been impossible; but instead I allowed them to fill all my leisure moments.

A few days later I found some pretext for making a second visit to the cottage, and, as before, was cordially greeted by mother and daughter, who made me feel perfectly at home.

From that time onward my visits became more and more frequent, so it is not surprising that the friendship between the girl Mary and myself ripened.

★ ★ ★

SHE and her mother knew very little about the college or the life for which I was supposedly preparing, and I am sure that my visits were encouraged in all innocence. For my part, I kept my innermost feelings to myself and lived in a fool's paradise.

I stubbornly thrust all thought of the future from me; but I was brought back to realities with something of a shock when a sudden call came for me to pack and leave at an hour's notice to replace a sick brother in a monastery nearly 200 miles away.

For one thing at least I was grateful. The very suddenness of this summons left no opportunity for protracted leave-takings. One brief, formal "good-bye," and I left to follow the life to which I was pledged.

I ask you to believe that I made a determined effort to settle down. I worked and slaved and studied and sought to banish the memories of that friendship; but it was all of no avail. I made some progress, it is true, but my heart was never in my work.

A year passed, and still I cherished memories of Mary ——. The time was fast approaching for my vows to be ratified, or for me to abandon all thought of a monastic life and return to the outer world.

★ ★ ★

HERE I should perhaps explain that few having gone so far as I had done ever take the latter course; but I was determined to regain my freedom, and set about devising an excuse for so doing.

Shortly afterwards one of the brothers was surprised to see me staggering along a corridor in the monastery. Before he could reach me I had fallen with a thud to the tiled floor as if in a faint.

Assistance was summoned, and I was borne to my cubicle. While one bathed my temples another offered me brandy. A doctor was called with the result that I was ordered to take a rest.

Thus began a piece of deception of which I am ashamed to this day.

At discreet intervals I staged similar "collapses," always without warning, and at the most awkward times. Finally, the kindly Superior became alarmed at my condition and called in a specialist.

It was now my turn to feel alarm, for naturally I imagined that my shameful deception would now be unmasked. But to my surprise and relief the grave-faced medical man offered the opinion that I was a victim of a form of epilepsy.

Everyone was so considerate and kindly that my conscience pricked me, but my goal had been attained (I thought), for freedom was now in sight. An epileptic person is of little use in a teaching organisation, so my offer to resign was readily received. Not once was any suspicion levelled against me.

So at last the day came for me to discard my religious habit and don the clothing of a layman. I cannot tell with what exultant thoughts I stepped forth into the outside world, though I was careful to mask my features with a look of befitting gravity while within sight of those who saw me off with sincere good wishes for my future.

My plans were all carefully laid in advance. I intended to take a holiday in a village near to the old training college, and to visit Mary and her mother at the earliest opportunity.

The day following my arrival in the village I walked over to the cottage in the highest of high spirits. Mary's mother opened the door to me, looking, I thought, a little older and without her former cheerfulness.

She did not speak until I was seated in the little kitchen, then:

"So you've left the monastery? If only Mary had known. . . . Now it's too late."

★ ★ ★

SHE burst into tears as she spoke, and it was some moments before she regained her composure and I learnt the bitter truth. Mary was dead! She had passed away two months before, having been failing in health ever since our parting!

I cannot dwell upon that interview. I walked away from it stunned by grief and remorse. For days the shock left me dazed and bewildered; then, one morning as I was wandering disconsolately through the village everything went blank and the next thing I recalled was finding myself in a doctor's surgery.

"You are accustomed to these attacks, aren't you?" he demanded, but I could not bring myself to reply.

That was six years ago. Since then I have had repeated attacks of this nature. It is an ironic fact that the fainting fits I started feigning to gain my freedom have now developed into a grim reality. I tell myself that this is the price of my broken vows. How else can they be explained?

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The Premier's Number has Gone up and the Tory Big "Shots" are

OUT for BALDWIN'S BLOOD

THE hunt is up, the hounds are baying: and the quarry is Stanley Baldwin, Prime Minister of the United Kingdom of Great Britain and Northern Ireland.

It is not the Opposition that is out to drive Mr. Baldwin from Downing Street. Many of the Opposition leaders have a liking for "S. B."; and many of them think that, from their point of view, any change might easily be a change for the worse.

It is his own Party that is in quiet but steadily growing revolt against the man who only six months ago was the victorious leader in a stiff election fight.

So far the revolt is quiet. There is no open challenge to the Premier's authority, no open demand for his resignation, no talk of "Carlton Club meetings" or what not.

That may come: but the insurgents hope it won't be needed. They hope to make his position so uncomfortable that he will himself decide to throw it all up, and "on the insistent recommendation of his medical advisers" evacuate Downing Street and retire to the House of Lords.

That is why there is a "whispering campaign" to the effect that "Baldwin is going very soon."

His enemies are using the old device of suggestion. They are getting the public mind ready. They are making people expect it, so that in a little while they will be asking rather impatiently why he doesn't go and get it over.

Just the same game was played with Ramsay MacDonald. For months the story was put about that he was on the point of resigning, until his resignation was taken by everyone as a matter of course, even by himself.

So now hardly a week passes without there being a hint in the Press about Mr. Baldwin's going, or a discussion of his successor, or something of the kind. Every now and again comes a full-blown story of coming resignation. Then the denials. Then the speculation—"If not now, when?" "Will he hold on until after the Coronation?" "Will he go at the end of this session?"

Where does it all come from? Who are the rebels? Who in his own ranks are "S. B.'s" enemies? Is it a conspiracy of this group or that group? Is the motive ambition or revenge?

Harsh tongue

Answer is that the Premier is pretty well isolated. It isn't just a section in revolt. He would deal with that easily enough, as he has before. But it is everybody. He has hardly a really loyal supporter left. His colleagues almost to a man are either against him or indifferent. So are the "big shots" of the Party outside the Government.

"S. B." is a man who has made enemies. He is in his quiet way arrogant. He has really rather a contempt for politics and politicians, and at times he forgets to conceal it. He detests energy and makes it plain that he regards it as a little vulgar. He has a harsh tongue.

He never troubles to placate an enemy or to hold a friend by any of the obvious ways known to politicians. It is rather as if he can't be bothered. A mixture of laziness, indifference, and a lack of any human feeling about the people he works with.

"'S. B.' rather likes Stanley. But he wouldn't care a damn if he never saw any of the others again in his life," has been said of him.

When the moment comes, a man like this is apt to find that he has more enemies than he knew. And it looks as if the moment has come.

Some of the enmities are old ones. For years there has been war between Mr. Baldwin and Lord Beaverbrook; for years there has been war between Mr. Baldwin and Lord Rothermere.

How it all began does not matter now. Back to his American debt settlement, back to quarrels over appointments of Ministers, back to all sorts of half-forgotten things!

At bottom, between men of the Baldwin type and men of the Rothermere-Beaverbrook type there is complete "incompatibility of temperament." They represent everything he despises. He represents everything they despise. And there it is.

That fight has been on for years. They have attacked him publicly. He has attacked them publicly. But the bitterest things have been said privately: scornful, wounding words that always get back somehow to the "right quarter."

Next comes the long list of men with grievances, of men who should, or think they should, be in high office; who have been turned down or turned out. And they are men who count in the councils of the Party.

Dropped men

Never before, probably, was there a Party in office with so many of its big men in the House but out of jobs.

When the National Government was formed places had to be found for Liberals and "Nat. Labs." Somebody had to stand down. And it was "S. B." who made the choice. It may have been right, it may have been wrong. But the victims were not pleased.

Churchill was dropped. Austen Chamberlain was dropped—the pretence that he had voluntarily stood down to make way for younger men was just a pretence. Amery was dropped.

There have been chances since for bringing them back. The chances have been ignored. These men, with long records of Cabinet experience, have been again and again deliberately passed over.

Once they wielded authority and decided policy. Now they are "back in the ranks."

Ambitious, energetic men like Winterton and Page Croft, who had been reckoned for years as certainties for Cabinet rank, have been passed over.

They have bitter cause for grievance. While "S. B." is in Downing Street there is no hope for them. If he went there might be a chance. Next comes the list of men whom Mr. Baldwin has got rid of or degraded.

Ramsay does not count. And, anyway, his fortunes are tied to those of Baldwin. When Baldwin resigns, Ramsay goes; and Malcolm; and probably "Jimmy" Thomas; room will have to be found for hungry Conservatives. So, out of self-interest, the Nat. Labs. are "loyal." But they do not count.

Nor, perhaps, does John Simon count for much. But he, too, is among the enemies. He has never forgiven, and will never forgive, the man who forced him out of the Foreign Office.

More serious are the Tories who have been thrown over. Oliver Stanley, made the scapegoat for the Cabinet's mess and muddle over Unemployment Insurance; Hoare, sacrificed to save the Prime Minister's "honour" last December; Londonderry, ignominiously thrown aside, and insulted into the bargain.

It is the manner as well as the fact that has bred hatred. Londonderry might have forgiven his own removal had the blow been tactfully softened. But all he had was a curt intimation that his services were no longer required. And then came public humiliation: the sudden cancelling by the Premier of Lady Londonderry's already announced reception on the eve of the opening of Parliament.

Bad manners, or sheer thoughtlessness, have done "S. B." terrible harm. The Londonderry case is one. Hore-Belisha is another. When the Government was re-formed last summer he confidently expected promotion: by all standards he had earned it. He waited to be sent for. All he got was a half-sheet of notepaper, a blunt intimation that the Premier would like him to keep his present job. Not a word of regret or explanation. Not even the courtesy of a personal interview.

BALDWIN: *"he goes on quietly smoking his pipe, careless of his critics, but let him look over his shoulder, and he'll see them"...*

Frustration

Next come the men who have had office and promotion, the men whom "S. B." has "made"—men like Eden and Duff-Cooper and Walter Elliot.

They at least should be grateful. And no doubt they are. Anyway, they have no personal grievances. They are not in the vendetta.

But they have another kind of grievance. They are disappointed, discouraged, frustrated. They may have nothing against Baldwin as a man. But they find him very trying as a chief.

From all of them there is the same complaint. The man is lazy. They cannot get him interested in their work. They cannot get his attention. They cannot get him to make decisions. They want to get on with their jobs. And all the time they find themselves hampered and hindered and frustrated by the indifference and apathy of their chief.

More and more junior Ministers who want to get something considered and decided by the Cabinet are getting the habit of going first, not to the Prime Minister, but to the Chancellor of the Exchequer. If they can get Neville to back their proposals, there is a chance of getting them through the Cabinet.

But even with Neville's backing

Again

SALISBURY
"who thinks the Premier is a failure"

CHURCHILL
"he has been deliberately passed over"

SIR AUSTEN
"it was just a pretence that he voluntarily stood down"

BEAVERBROOK
"has been at war with the Premier for years"

they are apt to come up against the Prime Minister's apathy. He seizes every chance of putting off decision: listens, promises to think it over and make up his mind: and then does nothing.

For young, energetic, ambitious Ministers, longing to do something, it is maddening to come up week after week, month after month, against this feather-bed resistance.

So each and every one of them is beginning to wish that he would go. "If Neville were Prime Minister we could get things done" is the opinion of practically every active Minister—and of their departmental chiefs as well.

They will not, most of them, do anything active to get rid of "S. B." They would feel that dishonourable and disloyal. But few would fight for him, or lift a finger to save him.

They never trouble in their speeches to say the good word for their leader. They do not boost him. They hardly mention him. They go their way. He goes his. And they wait impatiently for the day when his way leads him out of Number Ten.

It is not a "Baldwin Government." It is a Government of which Mr. Baldwin just happens to be, for a little while longer, the titular head.

But it is not bound together by any devotion to its chief, or even by respect for him.

Big blunder

How, indeed, can they have much devotion to him? For they know now, what some of them had guessed before, that he is ready to sacrifice them at a pinch.

The Hoare affair settled that. Hoare was not only a Secretary of State. He was, if any man in the Cabinet was, the Prime Minister's personal friend. He made his colossal blunder. But he did not make it alone. He had the Premier himself as accomplice.

On that fatal Sunday night in Paris, Hoare had telephoned Baldwin, explained the whole "plan" and the decision to him, got his definite endorsement for it.

In the Cabinet on Monday some of the other Ministers—notably Eden and Chamberlain — fought vehemently against it, spoke of resignation. It was the Prime Minister himself who, for once insistent, secured its adoption.

Then the storm broke; and coldly, cynically, "honest Stanley" got from under, repudiated responsibility, threw the whole blame on Hoare, and sacrificed his friend to save his own political skin.

Loyalties

The House and the country guessed; but every man in the Cabinet knew. Every man in the Cabinet must have realised that he could no longer rely on his chief to back him if he got into trouble; that he would, if the need arose, be let down and sacrificed just as callously as Hoare.

A man who is not loyal to his subordinates need expect no loyalty from them. There is hardly a Minister now who would lift a little finger to save "S. B."

But the decisive factor, as always in such cases, is not to be sought in the Cabinet, but outside it.

The decision of the men who wield authority behind the scenes, the men whose influence in critical moments sways the councils of the Conservative Party.

They have made up their minds that Baldwin is a failure. Lord Salisbury has used the word. Here is the real writing on the wall.

Austen Chamberlain may be suspected—unfairly enough—of bitterness for himself, of ambition for his brother. Salisbury has no axe to grind. And his influence is enormous. He is son of the greatest of Conservative Premiers—the man who fought and beat Gladstone. He was in the Cabinet before Baldwin was in Parliament. He has led the House of Lords. He is the voice of the solid core of Toryism—the Carlton Club and the political aristocracy.

They have decided that Baldwin must go. And they will have their way. It is now only a question of time.

At first sight it seems odd that this general revolt against the Baldwin leadership should come so soon after the "National" victory at the General Election. But really it is not odd at all.

Election asset

The National victory was one of the decisive factors in creating the revolt. For it made Baldwin no longer indispensable.

Until it was safely over he was safe. The Conservatives had got rid of MacDonald after four years of enduring him. Baldwin's succession had been automatic. And with an election looming ahead they would neither make a second change nor do anything to discredit the man who had to lead them. Even the rows over the India Bill were quickly patched up so that the Party should show a united front.

And moreover "S. B." was an election asset. He might be a bad Premier, but he was an admirable myth. "Honest Stanley" was a fine theme for the campaign managers to work on. The pigs and the pipe and the solid physique inspired confidence. Also he is a radio-artist of the very first rank. And radio tells.

Myth exploded

But once polling day was over these assets vanished. Next election might be four or five years ahead. By then he would probably be gone in any case: he had hinted so himself. So why not sooner?

As an asset he vanished with the election victory. The Hoare-Laval affair turned him in a definite liability. The myth of "Trust Stanley" was blown sky-high. The words became a mocking sarcasm. The famous "sealed-lips" effort, meant to impress, only aroused derision.

His prestige in the country became a minus quantity. In the House, instead of bringing up the Prime Minister as a decisive element on big occasions, the concern of the Whips has been to keep him out of the way.

And so, since there is in politics no lively gratitude for past favours, and since he had failed to win a personal loyalty that might have stood him in good stead at such a moment, he was left open to attack.

—Then tributes!

The hunt is up. It may be some time before the quarry is brought down. For "S. B." is an obstinate man; and it is not easy to get rid of a Prime Minister who does not choose to go.

But they are after him. There will be no theatrical spring. But they will tire him out and drag him down, until, weary and discredited, he gives up.

And then the exit from office will be pleasantly and graciously stage-managed. And the men who have led the hunt will pay warm tributes to the sterling and splendid qualities of the man they have driven from power.

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My Neighbour—MAIL-BAG ROBBER

I LIKED Donald Montcalm from the first. My liking was shared by most of those in our Thames-side community with whom he came to be on visiting terms. I say most, not all. The exceptions were some of the married men whose wives were smitten by the attractions of Donald and took less trouble than they might have done to conceal their admiration.

During our social functions the women gazed adoringly at him and hung on his words. He was apparently one of the main topics of conversation round the tea-tables, the echoes in due course reaching the domestic circles.

He was the model family man, and since he was my next-door neighbour and I came to be on fairly close terms of intimacy with the household, I had better opportunities than anyone of arriving at the truth.

In addition Donald was an athlete, and as perfect in physique and health as I am imperfect in both respects. Yes, I envied him his marvellous frame and his prowess at half a dozen strenuous games.

He had a collection of fine trophies in his hall, for racing, jumping and boxing. All of them, he told me, were won in North America, for he was a Canadian by birth, of mixed French and Scots extraction. He still retained the vigour and speed of his twenties, as I can witness.

Almost as soon as he had taken the big house next to mine, he had a gymnasium built in the grounds, and regularly spent an hour there every morning before setting off in his car for the City. Many a time I would stroll over and watch him at the punchball.

He seemed to be equal in skill and hitting power, as well as in muscular weight, with most of the best British heavyweights of the time, and was certainly superior to several I might mention. I once asked him whether he had thought earlier of taking up boxing as a profession.

"I did once," he said, "but I gave up the idea and remained an amateur."

He gave the punchball a tremendous thwack that made the wooden building vibrate, pulled off his gloves and turned a couple of somersaults on the matting.

"Sport," he went on, without missing a breath, "is a thing that should be followed for its own sake, or the better to equip a man for the real work he has to do."

"Three tough men were in the car. At the sound of the horn Donald emerged and took his seat beside the driver

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"I FAIL to see how boxing before breakfast, and the more strenuous acrobatics," I said, "are necessary to your success in the City. Any doctor will tell you that the business man can keep as fit as he wants on a brisk walk in the morning and a few rounds of golf every week."

Montcalm gave me a queer look, which I recalled long after.

"Golf is no use to me in my line of business, nor is a brisk walk."

"Well," I told him, "I can't for the life of me see what more you want to sell tinned salmon."

He laughed at my reference to what I understood to be his chief source of income, for he had told me that he was an agent for Empire produce.

On the one occasion on which, at his invitation, I had visited his office, a well-appointed place not far from the Bank, he had shown me correspondence which indicated that he had just put through an enormous deal in canned goods, particularly salmon.

"You'd be surprised," said Donald, "how useful I find the punchball exercise when it comes to clinching something big."

The conversation had taken place in the early days of our friendship, some six months after the Montcalms had bought the house next door. I was later to have an even more surprising illustration of my neighbour's theory of physical fitness as an aid to the business man.

One morning early I heard a car outside, and looking out of my bedroom window saw that it had stopped at the Montcalms' gate. Three men were in it, of a somewhat "tough" appearance. They wore sweaters under their jackets, and flannel "bags." At a sound of the horn Donald emerged and took his seat beside the driver. The car moved off.

By the time I set out for my office it had not returned, although Donald invariably left home about a quarter of an hour before I did. Next morning the performance was repeated, and again the day after, which happened to be a Sunday.

AFTER breakfast I had my usual Sunday morning walk over the fields and along a mile stretch of the towpath by the river, as far as the outskirts of one of the larger villages in the neighbourhood.

Outside this village there is a sports ground which is shared by a few local football and cricket teams, and has a fairly well-laid running-track round the edge.

Through a break in the hedge I saw two figures in shorts going at a steady pace round the track. In front I recognised Donald. Some yards behind was one of the men I had seen in the car. He seemed to be labouring. As I watched I heard voices, and looking along the hedge saw two prostrate figures about ten yards away. One of them was Cauliflower.

They were panting with exhaustion, and had apparently fallen out during the track work. The two runners were nearing the spot. When they came up to their horizontal companions Donald stopped.

"You keep on going," he cried to the man coming up behind him. "You have four laps yet for the two miles. I'll make up on you when I've told these

(Continued on page 26)

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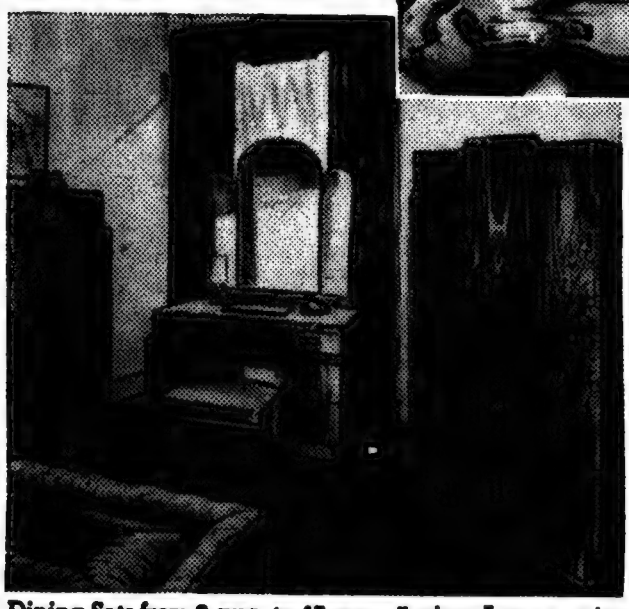

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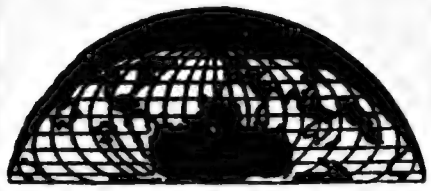

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Mail-Bag Robber—*continued from page 24*

two Great White Hopes just what I think of them."

The runner, a youngish man of pretty good physique, kept on going with difficulty, but with a determination I admired. Donald turned to Cauliflower and the fourth of the team, a thick-set figure of a man whom at first glance one might set down as a weight lifter rather than a runner or a boxer. They had managed to pull themselves up to a reclining position.

"You *are* a pair of beauties," Donald barked at them. "Whacked after three times round the track, and after two long half-hours at the end of the jumps and the hundred yards. You couldn't catch a 'bus in a traffic block, not unless your auntie took you by the hand and pulled you. . . ."

He set off again on the track, his long strides rapidly shortening the distance from the other runner, who had gained a lead of half a lap.

I WENT off chuckling, but completely mystified over the athletics. That evening in the course of a chat I told Donald I had seen him at his track exercises, and suggested that there must be a tremendously big deal in salmon coming off, to justify this vigorous spell of training.

Were his companions, I asked, fellow-directors of his firm? Donald laughed loudly at that.

"They would make a nice board!" said he. "No, they have nothing to do with my business. Two of them are old sparring partners of mine who were in Canada at the time of my athletic days. I forgathered with them on coming to London, where they are both in the street market business.

"We made up our minds that, in order to keep fit through middle age, we would go into hard training for a fortnight two or three times a year. The lazy old scamps try to get out of it every time, but I won't let them."

The third man, Donald added, the youngest of the athletic quartet, was an assistant of "Cauliflower Joe," and joined in the training for the fun of the thing. I naturally accepted my friend's explanation, although the arrangement seemed unusual, and thought no more about the matter.

During the next two or three years the periods of intensive training continued at more or less regular intervals. Montcalm's general popularity in our circle increased as time went on, although the undercurrent of hostility among a few of the married men, to which I have referred persisted. One of the jealous ones, in fact, set a story going that Donald was something of a night-bird, and not all that he ought to be after dark.

He alleged that coming home in the small hours after a business trip to the provinces, he had seen Donald leaving a car about a mile from his home, and that the car was driven by a woman not his wife. That was pretty slender evidence, I thought and said, on which to accuse a man of irregular habits; and a second story which went the rounds I considered no more reliable.

This was that a man closely resembling Montcalm had been seen, also very late, emerging from a bit of open country which was not in the direct line of any of the local stations or main roads, and on the other side of which there lived a lady who was one of his most fervent admirers. And it happened that the lady's husband was on the Continent at the time.

I reproved the gossip who had passed on the information to me at the golf club, and was able to point out that within a few days of the alleged "prowling" incident, Mrs. Montcalm herself had happened to mention to me that her husband had never been out of bed later than ten o'clock for weeks past.

TIME proved that the gossips were wrong in their suspicions, and that I was justified in defending Donald against any suggestions of double-dealing on the marital side. Unfortunately that does not mean that I was justified in my high opinion, on all points, of my next-door neighbour.

For Donald Montcalm appeared in the dock and was sentenced to nine months. The crime itself was not a major one. It concerned the disposal of certain valuables which had been burgled, and Donald was proved beyond all doubt to have been an accessory in the disposal of the loot.

The sensation in our little community can be imagined. It would have been even greater had I disclosed the whole truth, as it was revealed to me by an old friend who held a high position in the police force. Montcalm, my friend told me, was one of the most dangerous and polished criminals in the country. His name was an assumed one, though he was, as he said, of Canadian origin.

For some years he had been more than suspected of some big burglary coups, and at least three sensational mail-bag robberies, but the police had never been able to secure sufficient evidence to justify his arrest.

It was only by accident that he had been tied down to the accessory charge which got him his nine months, and which, incidentally, was his "first offence."

I mentioned Donald's athletic activities and his periods of intensive training.

"We knew all about that," the police officer said, "'Montcalm' was nothing if not thorough, and he kept himself fit for the same reason as members of the force.

"Time after time criminals are caught red-handed because they cannot run so swiftly as the policeman, or are counted out in a stand-up fight.

"Montcalm got away with it more than once because of his punch and because he could sprint and clear obstacles better than some of the best athletes in the police.

"WE used to know that some coup was coming off when he went into training, for we had him watched, but in spite of that we never caught him or his associates, who are well known to us."

The police officer added that the master crook's operations in the City were largely a blind.

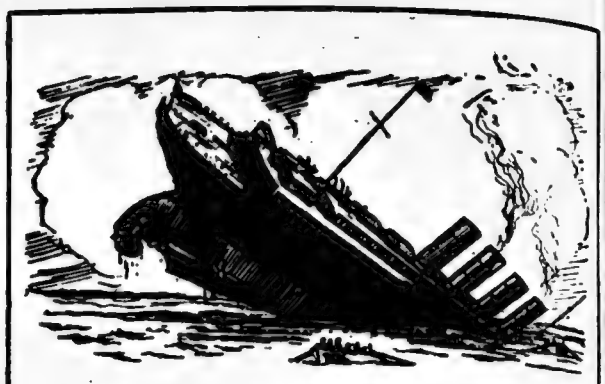
Still more startling was the revelation that the fact had been established that the sporting trophies bearing his assumed name had been specially inscribed to his own order.

He had a small business agency which brought him a few pounds a week, but that, too, was just a blind.

The papers he had shown me concerning the huge deal in "tinned salmon" were fake.

They were convincing enough though to have enabled him to put up quite an effective bluff had he ever been challenged by the authorities.

Donald is now believed to be living with his family in retirement somewhere on the coast and under another name. But I shall always remember the days when he was my very mysterious neighbour.



Next Week

A survivor of the 'Lusitania' disaster gives a graphic account of his narrow escape when this vessel was torpedoed off the Irish coast, twenty-one years ago

Greatest of These—

VICTIMS IN DISTRESS

JOAN, who is seven, was born a fortnight after her father's death, and is the youngest of seven children.

Her mother wrote: "I have four children under fourteen. Three others are out of employment. I have been employed on and off since my husband's death, but have not had unemployment cards because the persons I was working for would not hear of it, and I have been afraid to insist for fear of losing the little bit of wire bread for my babies. But now these people have sent me off for no other reason than asking for a few extra shillings weekly. So now I am stranded with no food or rent, and I do not know what to do.

"I would like you to know that the people who employed me were also the employers of my husband for eighteen years and he was served the same, with no stamps to enable him to get benefit or me a widow's pension. He was a cripple and unfit for any other work, so we have had to be the victims."

Since writing this, Joan's mother has been able to get 34s. a week from the Public Assistance Committee. Her eldest daughter is off her hands, but she has to keep the daughter's three-year-old son. Her rent of 12s. 6d. has been raised to 14s. and her arrears have been cleared.

"I have known Joan's mother for seven or eight years, having visited her during her husband's illness and death, and have always found her to be a good, honest and clean woman. She has worked hard for them, although her health is not good," is the recommendation of a Mission worker.

Donations earmarked "Joan," or for the General Fund, should be addressed to the Hon. Secretary, JOHN BULL War Sufferers' Fund, 23, Long Acre, London, W.C.2. Lists of subscriptions are kept at the office, and a copy of the current week's will be sent on application.

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Then there are Juicy-Fruits (*Soft*)—Mixed Fruit Flavours only—which are sold at 6d. per ½ lb. loose, or in packets 6d.

Gw. 4 P.S.

Human Documents by Philip Inman

Orphanages are provided to care for children left fatherless, and with a mother struggling to keep them fed and clothed

Shall I PART *with my* CHILDREN?

is the problem of a Widowed Mother of Five

"CAN an orphanage ever take the place of a mother's love and care?" is the question put to me by one of my correspondents, who tells me that last December her husband died, leaving her with five children.

The eldest, a girl of fourteen, is now working but not earning very much, and the others, all boys, range from seven years to twelve.

Our home (says this mother) is only two small rooms, and while my husband was in hospital the boys got a little out of hand, as there was nowhere but the streets for them to play. I receive the widow's pension and help from the Assistance Board, but it is a hard struggle to make ends meet.

My mother thinks that as my own health is not any too good, I should put the boys into a home for fatherless boys, where I have been told they would be well looked after and would be found positions on reaching the age of fourteen. Do you think this would be fair exchange for a mother's care and affection? I love my children and want to do the best for them.

I am impressed by two points in this letter. The first is that these children obviously live in a congested neighbourhood. They have only the streets in which to play, and the family of six has to crowd together in two small rooms.

Then, secondly, this woman is apparently not very strong. I can understand what a great strain it is for her to maintain a home under such conditions. It would be a tragedy if she were to break down under it.

What is more, it must be difficult for this mother to provide the necessaries and nourishment required by a growing family out of the money she is receiving. And it is injurious to her if she has to go without herself, and painful if she knows her little ones are in need. She is therefore perfectly justified in seeking for ways to improve their lot in life.

Now orphanages are provided by sympathetic folk to care for children of this kind. I know a number of these homes intimately. I have seen for myself how happy and healthy the children are in them. And if I were this woman I would not hesitate to take advantage of this opportunity.

It will not be easy for her to part with any of her bairns, but reconciliation to the idea will come when she knows that this step is for their good. And, later on, when she is stronger, and her children are earning, she may be able to afford a new home.

THAT her problem is not an isolated one is clear from the large number of letters that reach me. Here is another woman who is faced with it.

Two years ago (she says) I lost one of the kindest and most considerate of men—my husband—after thirteen years of perfectly happy married life. Then began the struggle to keep up the comfortable life to which my little boy of eight and I have been accustomed. Up to now I have done this by obtaining temporary jobs of various kinds.

Now I am unemployed and have had an opportunity to take a three months' training as a cook, with an assurance of a post when the course is completed. But it would mean "living in," and this would necessitate giving up our home.

Hence the question of what I should do with my boy. I am anxious to give him the education his father would have wished. Do you think I should carry on trying to get odd jobs in order to keep my home going, or give it up for a hard but assured living?

Now this problem, though it has certain points in common, is different from my first one. This woman has only one child, and in her loneliness he must be a great comfort to her. I think she would miss him greatly if he were to go into an orphanage.

On the other hand, I can see her difficulty. She tells me that on the completion of this suggested training she would have to take a "living in" post. It would not be easy to find one where she could have her boy with her.

A great deal depends upon two things—her own feelings and the boy's temperament. Would she be happy if her boy went into a home? And does she think he would settle down there?

If so, there are many advantages in allowing him to do so in order that she can take up this suggested training. There is always a demand for good cooks and she would be able to command a decent salary and secure a comfortable home.

If, however, she cannot bear the thought of parting from her boy, then other ideas must be considered. Would it, after her training, be essential for her to take a living-in post? Could she not find daily occupation?

She must have had to make temporary arrangements for her boy while she worked as a shop assistant. It may be that she has relations or friends who would look after him. Then, as in my first case, she can anticipate having a home with her boy when he is older and able to earn for himself.

It may help this woman to read what my next correspondent has to say on this matter.

Her letter reads:—

I am a very sad and lonely woman and yet I feel I dare not make friends. I used to have a girl companion, but after six years of happy friendship she died. Then I kept company with her brother, and only six months later he, too, died. I decided to train as a nurse with the intention of some day going abroad as a missionary, but my health failed, and I had to give up the idea, although I did finish my training and passed all my examinations.

EVENTUALLY I met a man whom I married, and at last had a little home of my own. A lovely baby boy was born when we had been married three years, but when he was only eight months old my husband died, and I sold up my home and went to live with a married sister.

A short time ago I obtained a post as an orderly at a hospital. I took this work because it was several years since I had done any nursing, but now I wish I could get back to my own work.

My little boy, now nearly eight years old, is in a home for fatherless boys, and while I feel I have done the best for him I am so sad and lonely without him. I just hope that some day I may do something for a living where I can be more useful and where I can have my little boy with me.

There seems to be only one patch of blue sky in this woman's experience. She has lost by death a friend, a lover and a husband. But she has left to her a little boy. I say left to her, for, while this lad is in an orphanage, she will be able to have him back again when he is fourteen. And by that time I hope her circumstances will be better.

To this end, I certainly think she should not continue to work as a hospital orderly—splendid and necessary though that occupation is.

I URGE her, therefore, to get back into the nursing world, and I would suggest that she should make application for one of the vacancies constantly advertised in the pages of the nursing journals. Then after she has held a post of this kind for a few years it should be possible for her to find an opening as a district nurse in some country place where a house is provided and where she could have her boy with her.

Send your private problem to "Humanist," at 93, Long Acre, London, W.C.2, enclosing stamped envelope. £1 1s. will be paid for each letter quoted.

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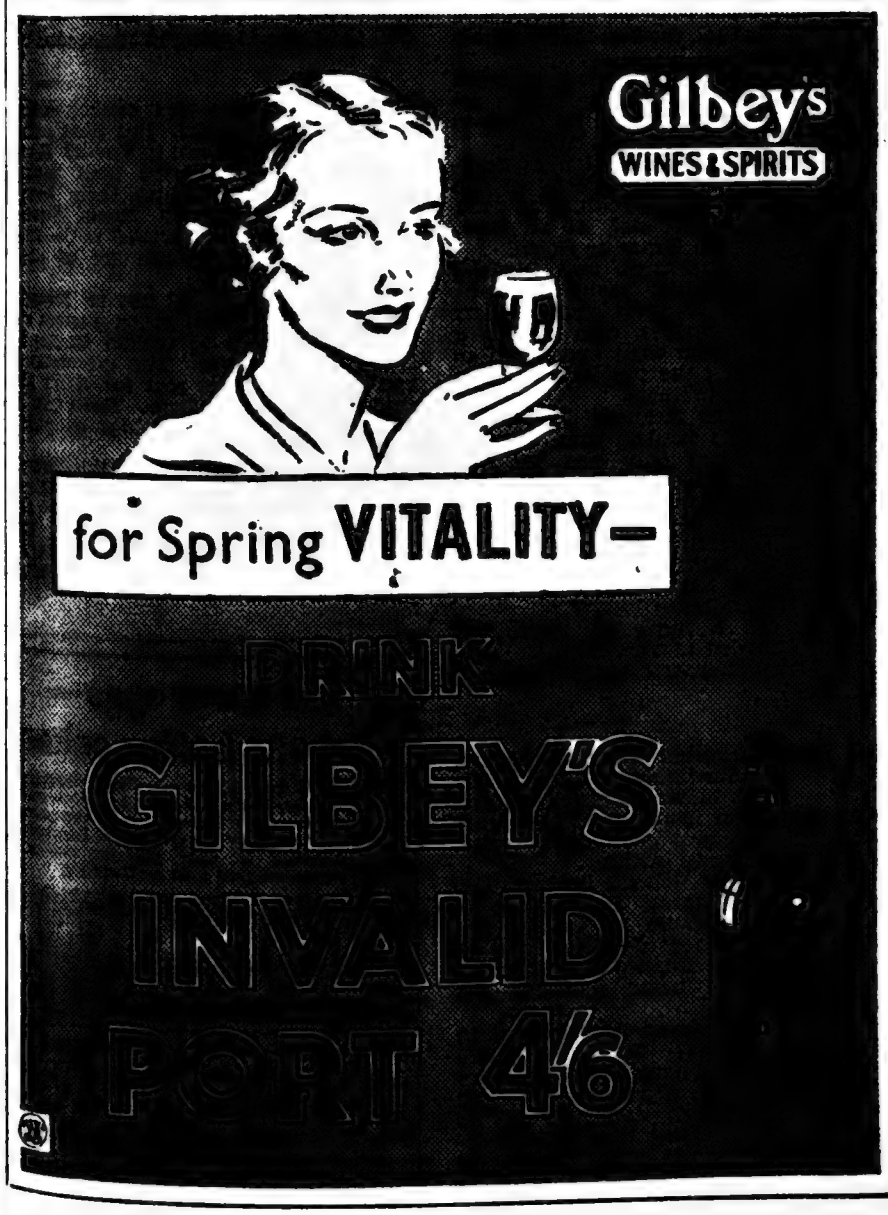

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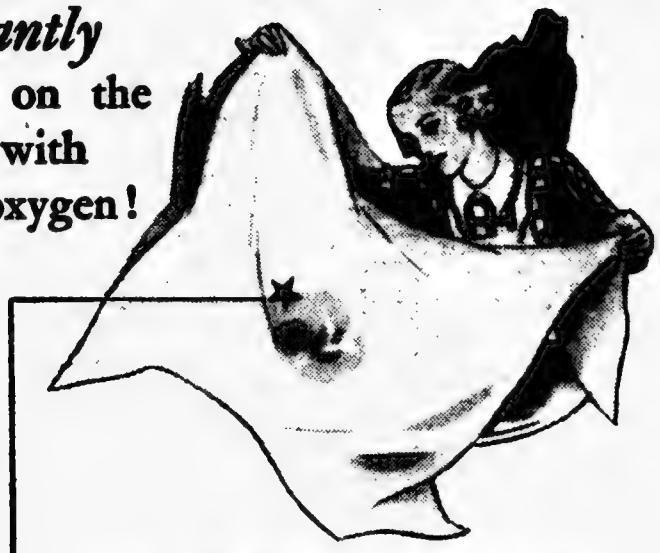

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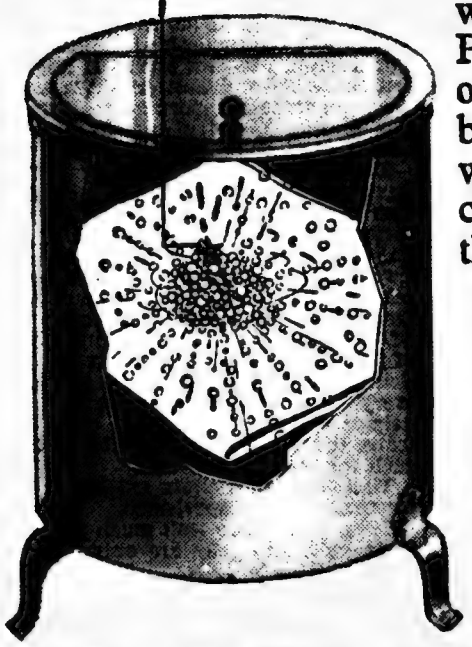

Persil

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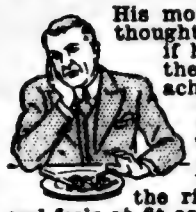
COULDN'T DIGEST FRIED POTATOES

And He Liked Them So!



His mouth watered at the thought of fried potatoes but if he ever dared to eat them, sickness, headaches, shooting pains—indigestion at its worst—were certain to grip him. But now he eats fried potatoes, pork chops, all the rich food he fancies, and feels as fit as a fiddle. His secret is:—he takes two Digestif Rennie Pastilles (they're just like delicious sweets) after every meal.

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COUNTY cricket grounds of England have awakened to life again. The early trial matches are in progress. The new season can be said to have begun.

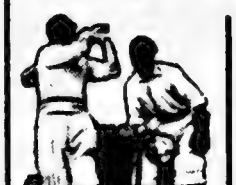
It is usual to add something about the merry sound of bat meeting ball at this juncture. And a merry sound it is indeed.

Unfortunately, this merriment does not extend to the players and club executives, who, as far as many of the county teams are concerned, are beginning the season in an atmosphere of overdrafts bigger than ever before, of stands rotting and no money available to put them right, and of professional players wearying under pay cuts ranging as high as 33 1-3 per cent.

Some of the grounds are almost derelict. Isn't the grandstand of one of the leading clubs in the Midlands known to all visiting players as "the cowshed"? In some cases the pitches have been hopelessly neglected. One county actually envies a council school its playing pitch.

County elevens this season have to stand on their own feet and live on the money that goes through the turnstiles—and cricket finance is low

Cricket O.K. or K.O?



In an effort to keep their clubs solvent the amateur players of many counties are charging up expenses at the rate of 10s. for each three-days' match—often less than their fares to and from the ground, let alone the amount of money they must spend entertaining visiting amateurs. Even bills as low as these have been queried by the accountant.

Amateurs and professionals are travelling third-class together, a thing which used to be unknown, and which can certainly do no harm to anybody. Captains are paying the hotel bills—meeting them in the spirit that every penny counts if Britain's great national summer game is to be saved from the penury into which it has sunk.

One county which used to give its disused kit away to schoolboy players in an effort to encourage the youngsters to bring themselves up to county standard is actually carrying on with the stuff until it is in such a condition that few schoolboy teams would want it.

THE fact is that county cricket is face to face with the most critical season in its history. A summer of devastatingly bad weather might well put "paid" to it in the form we know it to-day, and that would mean the end of a tradition that has endured since Kent started the county game nearly 250 years ago.

True that the game of cricket would still be played by thousands of local amateur clubs, even if there were not sufficient county teams left to maintain a county championship! But what would happen to Test cricket if England fell out of it—and Test cricket has ever been the strongest sporting link between the Mother Country and its farflung colonies and dominions.

To begin with, the county elevens have this season got to stand on their own feet, financially, for the first time for many years. They have got to live on the money that goes through the turnstiles, plus whatever is received in subscriptions, and that after one of the most disastrous seasons on record.

They got about £500 each, anyhow, out of the receipts of the Test matches when South Africa visited us last year. Nearly every Test season brings some such help. Even when England *visits* Australia there is a grant of about £1,500 each for the county teams.

This year our visitors are India, good players, fine sportsmen, excellent fellows. But there isn't much money in their visit, and they are only going to play three Test matches, anyhow. So it is heaven help English cricket if the weather is bad. Good weather and busy turnstiles are the the only hope—and there is an awkward snag in that. The fact is that cricket enthusiasts, as a body, have been fed up with the game as it has been played by English players in the last four or five years.

The cream of English cricket has been beaten in the last four years by Australia, the West Indies and South Africa. Yes, the South Africans beat us in our own country, on pitches strangely unfamiliar to them—a thing they have never done in cricketing history before.

It is from low prestige rather than from low finance that English cricket is suffering. In fact, the first is responsible for the second.

There is no doubt that the M.C.C., the ruling body of the game, is largely responsible. For one thing, no effort is being made to give youth a chance.

There is 19-years-old Hutton, of Yorkshire, believed by the majority of the Yorkshire team to be destined to rank as the greatest batsman of all time, greater even than Grace or Hobbs.

There are Washbrook and Oldfield, Lancashire's brilliant young batsmen; Holles, Warwick's great spin bowler; Copson, of Derbyshire, who releases a lightning ball from what appears to be a frail physique; the two Popes, Derbyshire's bowling brothers.

Add to them Kenneth Farnes, of Essex, the fast bowler, who, being a schoolmaster, can only play for one month in a year—and that in August. And Leslie Todd, of Kent; Hardstaff, of Notts; Bakewell, of Northants; Fishlock, of Surrey; Perkins, the clever slow-spinner, of Northants; and Smith, of Leicester, who has probably the finest physique in cricket.

There are a score of them, the majority untried in Test cricket. And as to what happens when they *are* tried. . . .

WELL, Hardstaff was tried against the Australians at Leeds. His great moment arrived, he was sent out bat in hand with the definite instruction to give one mighty swipe. It suited England's tactics.

It was all very well for England, but it lost him his wicket. And because he failed—failed because he carried out orders!—he was regarded from then on as a failure, was dropped from the next Test, and may never represent his country again.

Our selectors played thirty players in five Test matches! These were mere panic tactics, and panic methods do not appeal to English sportsmen. Can one wonder that youth does not get its chance that English cricket prestige declines, that there is such a falling off in support that to-day the great game is really in danger?

Hear how the position was summarised to a JOHN BULL representative by a man who has captained the Essex team:

"When a young player does get a chance, it isn't a chance at all. He knows that one failure means that our whip-o'-the-Will selectors will go after some other player, even if it is obvious he is not as good. Most probably they will go after one of the old gang, knowing that he won't suffer from nerves. Nerves? Why, we give our youngsters nerves if we bother to play them at all."

The latest cricket news suggests that umpires are not going to call a halt to play as readily as they used in the event of bad light. On rainy days the public will not be kept waiting so long for news as to whether play is possible or not. And the game is going to be speeded up.

"FINE!" is the view cricket enthusiasts will hold. But what about giving a chance to Youth? Some fine young players have been sacked since last season because their teams can't afford to play them. "More amateurs, less professionals," is the only solution some teams can see of their financial problems.

Those young players can be brought back into the game if young players are given the chance to rebuild England's lost cricket prestige. The grandstands can be made so that your feet don't slip through the rotting floors. Rails can be given much needed coatings of paint. Pay cuts can be restored.

Then cricket, once called the "vagabond game," because it tempted apprentices from their work, and later the "merry" game, because it was undoubtedly the national sport of Merrie England, will become merry cricket once more!

Man with 400 Wives!

He's just one of the 2,000,000,000 men, women and children you will read of in "Peoples of the World in Pictures"—JOHN BULL's magnificent Presentation to every reader; a £1 1s. volume which can be yours for a fraction of this price. Have you reserved your copy? This is your final opportunity. Turn to pages 4 and 5 and complete the Reservation Forms to-day.

Use fewer eggs—make better cakes

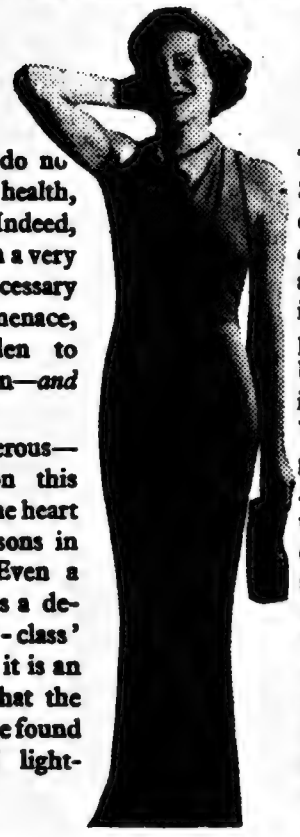
You'll make lighter cakes and puddings with less butter and fewer eggs when you use Borwick's Baking Powder. Use plain flour and vary the quantity of Borwick's according to what you are making. Remember, good cooks use Borwick's.

BORWICK'S BAKING POWDER

AS THEY SAY WHEN GOING OFF DUTY:

THEY'RE WILLS'S 10 for 6d. 20 for 11½d.
PLAIN OR CORK TIPPED CIGARETTES

"WORTH A GUINEA A BOX"
to women who wish to
SLIM



Slim active youth—do no these words suggest health, beauty, romance? Indeed, they suggest *health* in a very special sense. Unnecessary *fat* is a bogey and a menace, a dangerous burden to thousands of women—*and men.*

Excess fat *is* dangerous—there's no doubt on this point—a danger to the heart and a source of poisons in the bloodstream. Even a moderate stoutness is a departure from 'first-class' condition. To-day it is an understood thing that the longest lived are to be found among the *normal* lightweights.

Take the modern view! Suspect the most frequent cause of stoutness: *delayed elimination*, an old complaint and an old cause of increasing corpulence. But nine people out of ten should blame their ill-health for it: old *and young.*

When your system is sluggish—you *cannot* feel well. And you *won't* feel well until you avoid faulty elimination. For this you should keep handy a box of Beechams Brand Pills. This safeguard has been proved for 90 years by people of all ages to be the absolutely safe remedy for constipation and the most common type of obesity.

BEECHAMS Brand PILLS

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Mrs Goodsort — A FRIEND INDEED!

HOPE YOU'VE RETURNED THAT PULLOVER MRS. THOMPSON LENT YOU THE OTHER NIGHT—MR. THOMPSON IS MY BOSS, REMEMBER
I HAVEN'T YET, TOM, BUT I WILL—I PROMISE
NEXT DAY—at Mrs Goodsort's place
...AND TOM DOESN'T KNOW I DON'T DARE WASH MRS. THOMPSON'S PULLOVER. IT'S SURE TO SHRINK. OH, WHAT CAN I DO!
I THINK I CAN HELP YOU JUST A MINUTE!
NOW, YOU TAKE THIS HOME! YOU'LL FIND RINSO MAKES A LOVELY THICK LATHER, YOU DON'T NEED TO RUB AT ALL TO GET THE DIRT OUT. IT'S RUBBING THAT MAKES WOOL SHRINK, YOU KNOW!
AT THE THOMPSON'S TWO DAYS LATER
OH, THANK YOU—BUT HOW DID YOU GET IT SO NICE—IT'S PRETTIER THAN EVER—THE COLOURS ARE SO FRESH!
I WASHED IT IN RINSO—AND IT DIDN'T SHRINK AT ALL.
NO MORE WASHING FAILURES, says Mrs Goodsort
With Rinso you're always safe! A little is enough for woollens. It makes such a lovely thick lather, the dirt just rolls out. You can use it for the whole wash—colours and whites as well. There are no destructive chemicals in it to fade washable colours, you see! Get a packet tomorrow. Rinso saves hard work.
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CHILD'S BEST LAXATIVE

Don't rush to extremes, when you realise suddenly that your child's bowels need opening and give him a strong dose of medicine! The best way to relieve a child's tender little bowels is the *natural* way.

'California Syrup of Figs' is the gentlest, safest laxative you can possibly give a child. It starts an easy bowel movement that carries away all the poisonous contents of the bowels—all the hard, pent-up matter and half-digested food that makes him feel so miserable.

In a few hours, when the child's bowels have been relieved, when he's had a thorough but gentle internal cleansing—the difference in him is amazing. He's bright and cheerful again, full of energy. Always give a little 'California Syrup of Figs' when you think your child is "stuffed up" after missing a day. It never "over acts," never causes the slightest discomfort—it is always kind to a child's extra sensitive little inside.

Many mothers have adopted the plan of a dose of 'California Syrup of Figs' once a week. It keeps the child regular, happy and well.

'California Syrup of Figs' is sold by all chemists 1/3 and 2/6. The larger size is the cheaper in the long run. Be sure you get 'California Syrup of Figs' brand.

IT'S GRAND FOR THE SKIN

says

Gracie Fields

MISS GRACIE FIELDS, the world-famous Comedienne, writes:—"When girls ask me to recommend for their complexions, I always advise Potter & Moore's Powder-Cream. It's grand what a difference it makes to the skin—and it's marvellous how they have combined the Powder and Cream, and even included a mirror on the dainty jar. Just you try it!—it's real champion."

Every jar is fitted with a dainty mirror. In all popular shades everywhere.

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Potter & Moore's BLUSH CREAM is the ideal cream rouge for use in combination with Potter & Moore's Powder-Cream. You really must try them both. Apply the cream rouge first and you will be amazed at the perfect results. The Blush Cream is sold in dainty glass containers for sixpence everywhere.

Potter & Moore's
MITCHAM LAVENDER
POWDER-CREAM

Picking HOLES *in* Neville

How another little tax dodge begins

UP and down the country thousands of beneficent-looking men, who think they are too clever for Neville, are subjecting the Budget proposals to microscopic examination in an effort to find loopholes through which taxpayers can escape paying part of their dues.

Some of these ostensible friends of the taxpayer describe themselves by such terms as Income Tax Adjuster, Income Tax Advisory Bureau, Income Tax Consultant, and so on. A number of them are retired tax collectors who have gone over to the other side. One and all will help you to outwit the Chancellor—for a fee!

Meanwhile, Mr. Chamberlain is burning some midnight oil in an effort to frustrate them—his energy stimulated by the certain knowledge that any one little flaw he leaves in his Budget might cost the nation £2,000,000 or more a year.

In short, the annual game of Dodge 'Em, which always follows on the Budget announcement, is in full swing.

It is going to be an unusually interesting struggle this year, with no quarter on either side.

☆ ★ ☆

The Chancellor has engaged his adversaries with a determination no other Chancellor has ever showed before. Indeed, his plan of rendering it impossible for parents to reduce their income tax by creating educational trusts for their children will alone save the country £2,500,000 a year, and this, with two or three other master-strokes he contemplates against tax evasion, will give the Exchequer something like £6,000,000 a year more to play with.

But are the experts who do the thinking for the tax-dodgers downhearted? No. Already they have found three or four loopholes in the Budget through which a few million taxpayers, let alone a coach and horses, will be able to pass with ease.

That is unless they are duly closed again in the Finance Bill in which the Budget proposals are embodied for the consideration and passing into law by Parliament.

To begin with, there is that bold move of the Chancellor's against educational trusts. To describe those trusts in brief, a parent executes a deed in which he says that "in consideration of his natural love and affection" for his child he undertakes to allot a specified portion of his income to that child for educational purposes.

☆ ★ ☆

As guardian, the parent himself receives that money—*from* himself. And in the process he escapes income tax on the amount involved.

Well, there will be quite as much approval as disapproval of the step Mr. Chamberlain has taken against that form of evasion. But has he really closed the loophole? The Income Tax Consultants and Adjusters, having examined the situation carefully, express their doubts.

He aims, they point out, at trusts entered into by parents "in the interests of their children, step-children, adopted children and illegitimate children." And that's as far as he goes.

What about an uncle starting such a trust in favour of his nieces and nephews? Or, if the relationships be too remote, what about grandpa doing it for his grandchildren? Why, it might even be that friends will be able to say to each other: "You start an educational trust for my boy and I will do the same for your girl."

It is only an idea, as yet. In any case, Mr. Chamberlain may show himself more astute before the Finance Bill becomes law. But it is from such little dodges that some of the biggest tax evasion schemes have grown.

Then there is the death blow against the widely practised method of turning yourself into a private company for the purpose of reducing the surtax to which one is liable. It has only been worth while where the income has exceeded £2,000 a year.

Most of the experts who pick holes through Budgets are resigned to defeat on that score—yet there are one or two who persist in poring over it in the hope that in closing one bad leak Mr. Chamberlain will start another!

Yet again there is the Chancellor's move to defeat the intentions of people who have bought estates abroad with a view to avoiding death duties. There is a widespread belief that a loophole can be found in this plan.

For one thing, death duties would become payable on one estate in two different countries. Although there are reciprocal agreements between different parts of the British Empire, Britain has none with foreign countries.

What will those countries have to say? And may it not prove that his own experts will tell the Chancellor that the difficulties of collection will be too great? In any case, there are high hopes among the Budget loophole-finders that this scheme will be defeated.

Then there is always a good chance of circumventing a Chancellor's Budget intentions, because the question of what is capital and what is income has never yet been properly defined. Every new provision will be scrutinised to see if it affords a chance of masquerading income as capital.

Yes, nearly every Budget has its loopholes. They never escape the eagle eyes of those who can profit on any income tax they save you.

☆ ★ ☆

One of the best, from the point of view of the smaller fry among tax-dodgers, was paying one's own wife a salary of £50 a year or thereabouts for the help she gave in one's career, even if it only took her a minute a day. Polishing the brass-work on a chimney-sweep husband's brushes or opening the shutters for a grocer husband were duties quite sufficient.

A Budget of ten years or so ago wiped that out unceremoniously.

Another trick was to form one's estate or one's affairs into a limited company, have the company go into liquidation and then get the capital returned by the liquidator—untaxed!

One just kept on going into liquidation.

Just as clever was the idea of making one heavy payment for an insurance policy and then borrowing back from the insurance company 90 per cent. of what one had paid. Big surtax payers and small income tax payers alike saved a lot of money that way—until it was stopped.

It may be that this Budget will have loopholes just as wide. Mr. Chamberlain can search for days to prevent it, but other Chancellors have done so, too. *They can never be sure.*

☆ ★ ☆

Always, when the Chancellor has no opportunity of remedying his mistake for at least another year, the process of finding tax-evasion loopholes and broadcasting the good news to an expectant nation is carried on in the same way.

At first the Income Tax Consultant, Adviser or Adjuster passes the good news on to the surtax payers. They may hand more than half their incomes back to the State, and, naturally, they receive such news joyfully.

One surtax payer naturally tells another as an act of friendship, and so the word goes round.

And now the mere income tax payers come into the picture. In some cases the less reputable income tax experts,

If Mr. Chamberlain isn't careful, the tax-dodger will slip through the Chancellor's guard again.

having told one client for the necessary fee how he can pay less income tax, tempts him into keeping the news to himself and sending his friends along, so earning himself 5s. or even 10s. 6d. for each client introduced.

All the time, of course, many solicitors and accountants are considering it their duty to pass along to their clients any tips that come their way as to how they can pay less income tax without breaking the law in any way.

But it is not by these methods of distributing the news that Mr. Chamberlain has been stung into more than ordinarily intense action against tax evasion.

He could not escape noticing that various insurance companies were telling the whole country how, by providing for a child's education, one could also reduce one's income tax. After all, it was quite a legitimate economy, and the companies concerned were acting from the best of motives.

But, however welcome the news was to hard-pressed taxpayers, it made too big a hole in the nation's annual revenue. It bid fair to becoming the biggest income tax loophole in fiscal history.

So Mr. Chamberlain, having acted, is smiling with satisfaction. . . .

Whether he will keep smiling when the microscopic examination of his Budget has been completed, and the word has gone round and around, is another matter.

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EASTBOURNE Handsome Swagger Costume in a fashionable Tweed in small slub check design and tastefully blended colourings. The Coat is cut in medium length, and has new shape collar, two-button front fastening, patch pockets, and yoke back with centre seam & inverted pleat at the hem. Lined through with plain Art. Silk. The skirt has a shaped seam down centre front, and slits at hem on either side. Shades: Grey/Black/Blue, Fawn/Brown/Tango; Fawn/Brown/Red, S.S.W. to O.S. Busts: 34 to 38in; Skirt lengths: 32 to 36in. Coat length: 36in 37/6

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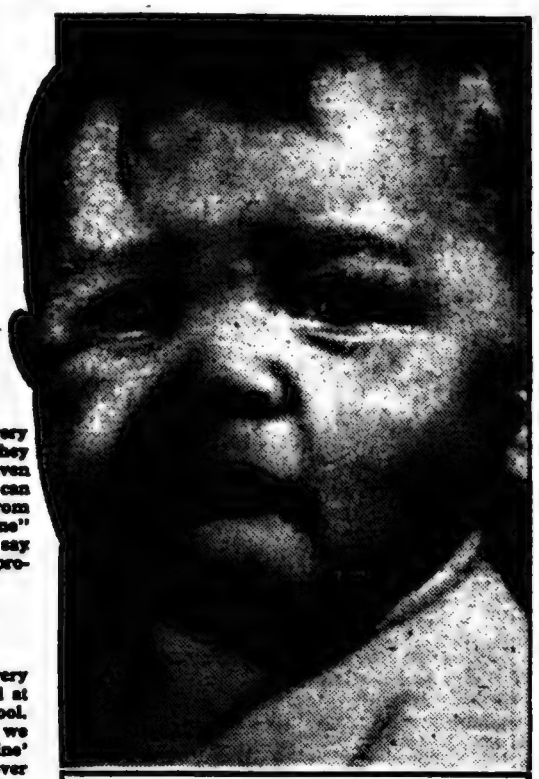

MOTHER, nurses say that every time Baby's thighs get wet they sting. That's often why he cries even when he isn't actually chafed. You can keep Baby really happy and free from stinging by smoothing on "Vaseline" Jelly at least twice a day. Doctors say that "Vaseline" Jelly completely protects thighs against moisture.

Maternity Hospitals use "Vaseline" Jelly

"We watch every baby's thighs very carefully," says Nurse Ellis, trained at the Brownlow Hill Hospital, Liverpool. "Every time we change a baby, we smooth on 'Vaseline' Jelly. 'Vaseline' Jelly forms a moisture-proof film over the skin and gives *complete* protection. It soothes away soreness even when chafing has already begun. Another precaution we take is to rub a little 'Vaseline' Jelly into baby's scalp every night. This prevents scurf."

JARS: 4½d., 6d., 9d. Also in handy tubes.

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and the many minor ailments due to the CHANGE of the SEASON.

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FREE! A VALUABLE HEALTH CHART and Digestion Time Table

The POCKET TONIC Guys brand Tonic Pastilles, packed so that they may be conveniently carried in handbag or pocket, are a perfect substitute for the liquid Tonic, and are very popular with business men and women, travellers, etc.

DO YOU KNOW *that the digestion of*

Bacon takes 4 hours.

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With the help of Guys Tonic you can eat and enjoy these foods and many others without unpleasant after-effects.

NOT a week passes without hundreds of grateful letters being received from men and women whom Guys Tonic has rescued from ill-health, weakness and suffering.

Absolutely safe, immediately beneficial, pleasant to take, and relatively inexpensive, Guys Tonic so builds up the entire system that in a short period the one-time sufferer revels in the enjoyment of that "unconscious" Health which spells **LIFE**—in capital letters.

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The exceptional offer made above is for all who desire to banish those petty ailments which make life a shadow of what it might be.

If you are ailing, or only 'half fit,' make up your mind NOW. Post the Coupon below. Take Guys Tonic as directed and carefully study the Free Digestion Time Table. In a little while you will find yourself a new man or woman, ready for anything—keen, happy, and FIT.

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In each case the large size is really economical.

POST NOW and SAVE 1/6

To: GUYS TONIC LTD., 272, South Lambeth Road, London, S.W.8.

I accept your offer and enclose P.O. value 1/-. Please send me postage paid:

1. **A full-size 1/3 bottle of Guys Brand Tonic.**
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PLEASE PRINT IN BLOCK CAPITALS.

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Cross P.O. and make payable to Guys Tonic Ltd. J. Bull. 2.5.36.

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This Simple Treatment Quickly Heals ECZEMA

AND OTHER SKIN ERUPTIONS

The beneficial effects of the Cuticura treatment are due to a combination of soothing, healing antiseptic medicaments. Nothing known to medical science will give you quicker more lasting relief than Cuticura Brand Ointment. It stops the tormenting itch instantly; gives you days of peace and comfort and nights of restful sleep. But, best of all, the Ointment is an amazing healer which will clear up the most stubborn cases of Eczema, Psoriasis and other torturing, disfiguring skin eruptions.

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Wash the affected part night and morning with Cuticura Soap and hot water to cleanse away poisonous matter and irritating secretions. Dry gently and apply Cuticura Brand Ointment. This daily treatment relieves itching and allays inflammation at once. The soothing, healing, antiseptic Cuticura Ointment penetrates to the depths of the eruption. It destroys the lurking germs which keep the disease active, it heals the festering sores and steadily establishes a healthy condition of the skin which leads to complete recovery. The efficacy of this treatment will prove a revelation to sufferers who have been brought to the verge of despair by the failure of other means.

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Cuticura PREPARATIONS For Clear Healthy Skin

Sold by all Chemists

£100 in cash for Mrs. Light-Blonde's Answer!

Miss Brown-Blonde is asking Mrs. Light-Blonde about the shampoo she uses. What is Mrs. Light-Blonde's answer? Write down what you think she will say. What you write may bring you £20—see below for other prizes, etc.

ONLY A MONTH AGO YOUR HAIR WAS DULL AND BROWNISH LIKE MINE NOW IT'S LOVELY AND SHADES LIGHTER. WHAT SHAMPOO DO YOU USE ?
I USE STA-BLOND BECAUSE....
Miss Brown Blonde
Mrs. Light Blonde

One STA BLOND washed her hair 4 shades lighter, safely without that bleached look

Here are some of the reasons why Blondes like Sta-blond best, they may help you to write your statement (50 words or less) :

1. It lightens the hair 2-4 shades at least.
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4. It prevents light blond hair from darkening.
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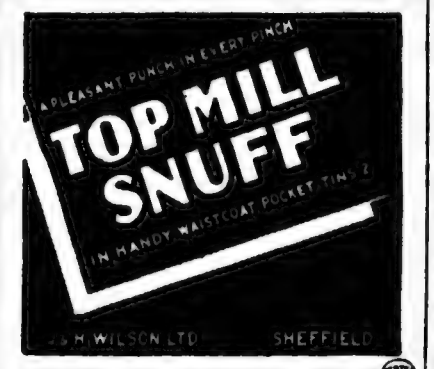
And many other reasons too numerous to name.

£20 if you write the best statement!
£15 if you write the second best!
£10 if you write the third best!
£5 if you write the fourth best!
AND 50 other PRIZES of £1

Simply write a statement of not more than 50 words, giving your idea of what Mrs. Light-Blonde would reply to Miss Brown-Blonde's question. Write clearly, with your name and address under your statement. Attach the empty yellow and blue STA-BLOND envelope and send to Sta-blond Laboratories Ltd., Dept. JB/5/1, 10 Henrietta Street, Cavendish Square, London, W.1.

4,000,000 natural blondes all over the world use STA-BLOND for their hair—what greater proof could exist that it is the best blond hair shampoo in the world. Buy yours today and if it is not the most wonderful thing you have ever used simply ask for your money back.

ENTRIES CLOSE MAY 31



SLOWLY but surely a revolution is taking place in the world of passenger transport, whether by sea, rail or air.

First-class travel is following second-class into the limbo of forgotten things. With the announcement that from May 4 there is to be no more first-class on two London railways, the Hammersmith-City line and the East London line respectively, three-fifths of the railways that take Londoners to their work have been made one-class—and that third-class—only.

That, coupled with the fact that our airways are growing up in a one-class tradition, and that steamship companies are either running one-class cruises and ocean crossings or disguising the old distinctions between first- and third-class under such labels as "cabin," "tourist" and "student," means one thing.

The general levelling-up process that has gone on since the war has reached the point at which earl and commoner, professional worker and tradesman, artisan and schoolboy, can travel together without blush of inferiority or sniff of disdain.

IN fact, it seems that they prefer to travel together. What else can be the reason, seeing that the step to be taken by those two London lines on May 4 is because the railway company was giving first-class passengers 17 per cent. of its passenger accommodation, while only ¼ per cent. of the passengers, one thirty-fourth of the number budgeted for, chose to ask for first-class tickets.

A revolution this is indeed if you delve a little into the history of first-class travel.

All this class-distinction in travel began with the stage coaches, when you paid for your journey according to the degree of safety you enjoyed against highwaymen, the freezing cold and the possible overturning of the coach.

You didn't buy a ticket then. You entered your name and the degree of safety for which you were prepared to pay in a book. (That is why a railway ticket office is known as a booking office to this day, although it doesn't contain a book.)

Then, if you "booked" third-class when your cloak, luggage and superior manner of speaking suggested that you were well able to afford first, then you had committed one of the worst social sins possible at that time.

Well, the railways came—and conquered.

This was progress indeed. Yet it didn't alter one bit that mediæval lust for social distinctions, except to turn the three classes of travel into four.

The Board of Trade at the time noted that certain well-to-do people were persistently and in very shocking taste travelling with third-class tickets.

It registered its emphatic approval of the course taken by the railway companies in delaying third-class passengers

Distress from Grandeur

ONE of the strangest natural phenomena that can be seen in this country is surely the Severn "bore"—the occasional tidal wave that goes sweeping up the famous river.

There are practical people who would turn it into electrical power. Others, who have made long journeys and kept long vigils to see it at its best, prefer to think of the beauty of it.

But a family living in one of the cottages by the banks of the river has other views about it.

One day the wave was of unusual size, and the result was that millions of gallons of water went surging over the river banks in two immense floods. All in a minute those two torrents, frothing and tumbling in an effort to find low-lying ground, chose to meet in the vicinity of that family's cottage.

It was a startled household that saw this amazing pincers movement completed—and a very dismayed one when the waters went rushing through the house, carrying many treasured possessions away with them, finally submerging the ground floor to a depth of four feet.

But JOHN BULL banished their distress with a cheque covering the damage to their personal possessions.

It's the work of a minute to get the protection of our unique free family insurance scheme under which this money was paid. Just your signature on a coupon—reprinted for your benefit to-day on page 42. That's all that family did.

Turn to it now. It represents peace of mind in an instant, at no cost at all. And one day, if fate should strike you hard, it may mean much more.

"The general levelling-up process that has gone on since the war has resulted in everybody travelling together without the blush of inferiority"

Going all First Class

at intermediate stations for as long as possible, sometimes for three or four hours at a time.

'Speed is unimportant to third-class passengers" was the laconic message of this Government department at the time.

The managers of the Manchester and Leeds Railway introduced what they boldly proclaimed as the "soot-bag method" of making well-to-do passengers honour their obligations, which to their mind consisted of paying as much for tickets as possible.

They paid sweeps to go into third- and fourth-class carriages with their bags of soot, sit next to any well-dressed travellers they encountered there, and drive them out of it by shaking their bags empty in the full blast of the wind if more polite methods failed.

Another company bored holes through the floor-boards of its second-and third-class coaches. Unfortunate passengers were soon outvying each other in a chorus of sneezing.

It was one way of making first-class travel popular, which it has never been since the railway companies dropped such piratical business methods.

Well, first-class travel certainly became popular. On some lines it was better patronised than second or third, and ran fourth very close.

And well might it, seeing that for the three-ha'pence a mile paid for third-class fare you travelled in cattle-trucks that we wouldn't allow cattle to use to-day, in addition to which the cheaper coaches, of the open variety, were placed near the engine to catch the smuts.

ON one line in the Midlands, where the engines travelled with their tenders in front, this was found to have an advantage in cold weather. You could warm your hands on the chimney-stacks. And so, determined not to lose first-class custom, the company gave orders that the engines were to travel the other way round.

Well, 1875 arrived with fourth-class gone (only, it must be admitted, as a means of making the masses pay third-class fare) and with first-class running third-class very close in popularity.

The receipts for the London and Brighton Railway on its Brighton run were £280,000 for the year, first-class, and £240,000 for third. There had grown a snobbish love of first-class travel by that time. Perhaps the shaming tactics of the railway companies had helped to inculcate it. Then, let it be remembered, smoking was frowned on by many companies—and put down entirely unless you paid the price.

It was, "Put that cigar out at once," if you were a third-class passenger, and, "Would the gentleman be kind enough to lower his cigar as we pass through stations?" if your ticket was a first-class one.

Nevertheless, the star of the first-class ticket had begun to wane, as is shown by the fact that the revenue for the Brighton run in 1889 was £200,000 first-class, and £210,000 third.

From then on third-class travel has increased in popularity, and that of the others has waned.

SECOND-CLASS was all but moribund at the time of the Boer War. It survived just here and there twenty years ago. Now it has disappeared.

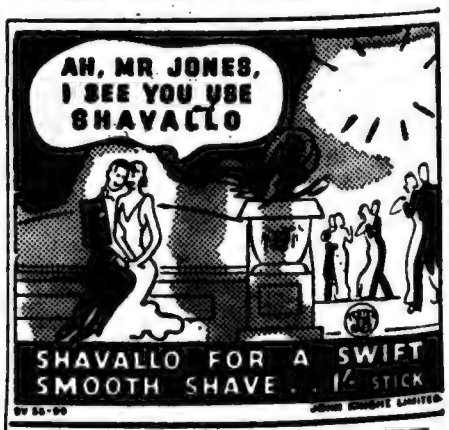
First-class? Well it, too, is going. Last year first-class fares were lowered to the figure at which third-class had stood only two years before.

Actually it is more third-class than first-class, nowadays. The gap between the cost of one and the other has never been smaller.

An increase in the number of people travelling first-class on these main lines has followed naturally, but whether it will be big enough to save first-class for the people who favour it remains to be seen.

If the experiment has failed, it is unlikely that the railway companies will try another price reduction. The only solution will be to abolish first-class altogether.

Perhaps the action of those two London lines is the writing on the wall!



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YADIL, the famous garlic remedy, has achieved remarkable success in cases of Chest, Lung, Digestive and Rheumatic complaints. If you would know how YADIL, the safe internal antiseptic, can help you to be really well, send for the free YADIL Health Book.

YADIL *Write now for Free Copy YADIL HEALTH BOOK.*

1/3 and larger from Chemists. Or direct from YADIL (1935), LTD. (Dept. J.B.), Springfield, London, E.4.

SOME are afraid to DRINK with their meals
OTHERS are afraid
to EAT WITH THEIR MEALS!
TAKE JUST "TWO LITTLE "SWEETS" AFTER THE SWEETS AND
MOORLAND TABLETS 7½D
The Pleasant and most reliable Aid to Digestion
EAT DRINK & BE MERRY!

Moorland Tablets contain 15 ingredients, all necessary to relieve indigestion at once and gradually remove the cause.
Unsolicited testimonials from men and women of all ages testify to the wonderful relief Moorland Brand Indigestion Tablets give to sufferers from indigestion, flatulence, acidity, heartburn and kindred troubles of the digestive organs.

Take two Moorland Tablets after meals and eat what you like.
At all chemists: 7½d. in cardboard cartons (50 tablets), 1/3 *airtight* tins (110 tablets).

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INDIGESTION TABLETS

FREE *Send 1½d. in stamps to cover cost of postage and packing for pocket (or handbag) sample tin to:*
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REJUVENATE with

New Life for sufferers from
RHEUMATISM
LUMBAGO SCIATICA NEURITIS

It has long been known that Celery has powerful curative properties which make it an invaluable healer in cases of Rheumatism. But a Rheumatic sufferer would have to consume pounds and pounds of celery a day to rid the system quickly of the disease. This is impossible, as the digestive organs could not stand the strain. At last, however, after years of exhaustive research, Professor Fuller discovered how to extract the active principle of celery from fresh celery seeds and incorporate it in the small easily-digested Pills which are now known as Fuller Celery Perles. Each Perle represents in itself the medicinal and curative powers of 26 lb. of fresh celery, combined with several other Pharmaceutical Extracts.
Fuller Golden Celery Perles contain valuable therapeutic ingredients in such scientifically concentrated proportions that they act directly on the uric acids, dissolving them away, thus immediately allowing the joints or other affected parts to function normally again. All swelling subsides, and stiffness and pain is removed. 1/3 (5 days course); 3/- (15 days); 5/- (30 days) for Chronic Cases.

OBTAINABLE AT ALL CHEMISTS

Or, in cases of difficulty, post free from
LOWTHERS of LONDON LTD., 822, City Road, London, E.C.1.

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Size 16½ x 10 x 9½in.

This world-challenging offer of a fully equipped 3-valve low-consumption Radio Outfit removes every obstacle that has been standing in the way of your installing a first-class Set. For only 5/- per month (which is 2d. a day) you can easily afford this self-contained highly efficient trouble-free Wireless Set.

5/- Monthly

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THE GRAVES S.3. RADIO enables you to enjoy all the pleasure & interest of up-to-date Wireless for many years at a remarkably low cost of upkeep. Specially built for economical working, yet maintaining high efficiency and faithful reproduction. All components are of tested reliability, including Steel Chassis; Radio Frequency Coils with Iron Cores; British Valves; Permanent Magnet Moving Coil Loud Speaker, 9-volt new type Accumulator; Long-life H.T. Battery; Full Vision Tuning Dial; Cabinet finished in two shades of Walnut, as illustrated. Complete in all respects including Aerial and Earth equipment. Nothing else to buy. Carriage Paid **£4.17.6**
Easy Payments 5/- Monthly.

IT IS HIGHLY IMPORTANT you should understand that nothing is added to the price for the convenience of easy payments. The price quoted is all you have to pay.
WRITE FOR CATALOGUE and full specification of this and other Sets for Batteries or Mains, including Super Hets.
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CATARRH
Relief in 30 Seconds

Relieves your Catarrh in 30 seconds! A touch of Nostroline nasal remedy acts instantly. Clears head, stops nasal discharge, opens breathing passages. 'Nostroline' soothes all irritation, ends stuffiness. Relieves head noises and catarrhal deafness. Amazing for Colds and Influenza.
1/3 all Chemists
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Free Sample from "Nostroline" J. 20, Clifton, Bristol

Where Did Samson keep His STRENGTH?

THE mystery of the ages explained at last! Read for the first time the story of life and strength. In your body lying dormant are great reserves of power, strength and virility! What was the secret of Samson's strength? What gives the gorilla the power of 10 men? Send for this amazing book crammed from cover to cover with sensational facts and daring photographs. It's yours FREE if you send the coupon NOW!

SENSATIONAL BOOX FREE!

NOW for the first time you can read the TRUTH about man! The most sensational book ever published in this country is offered to you free! The book will amaze you with its facts—startle you with its possibilities. You don't know you're alive until you get this book in your own hands. Do you know what gives wild beasts their great strength? Do you know why strength and virility are connected? It will answer many questions you have hardly dared to ask yourself, and you can get a copy FREE—if you hurry. Fill in the coupon NOW, this minute, and post it TO-DAY!

WHAT THIS AMAZING BOOK TELLS YOU.

- How to Add Inches to Your Chest.
- How to Strengthen Your Back.
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- How to Get Great Strength.
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WHAT IS THE STORY OF LIFE?

Here are sensational photographs of man as he was, as he is, and as he will be! Nothing is held back—in this book you will read and see the TRUTH. Send the coupon NOW and see for yourself this amazing book—but send TO-DAY!

POST THE COUPON TO-DAY.

IMPORTANT NOTICE

THIS book is the outcome of the requests of hundreds of men and is being offered to men only. In it is the truth about manhood. Why men fail as husbands, the reason why sweethearts quarrel. It proves to the reader that deep down in every man's heart is a desire to be strong, to be well-developed, to be admired. There are no half-truths, no "beating about the bush," in it are the plain, unvarnished truths. Women want he-men, they always have and they always will. This remarkable book will tell you how to quickly transform your body, how to add inches to your chest, broaden your shoulders, develop powerful arms, legs, neck and back. Between its covers is the story of how this truly amazing concentrated system of muscular development was discovered. You can put these principles to work at once and quickly change your body.
ALFRED J. BRITON (Dept. A.14)
8 Broadway, London, W.6

These Men Sent for our FREE BOOK!

CAN NOW BREAK HORSESHOES!
"I've gained super-strength. I can bend a horseshoe, and break it in my hands, tear packs of cards, bend an iron bar in my teeth and around my neck. My weight is 11 stone odd. My chest normal is close on 42 inches, biceps 15 inches, forearms 12½ inches, and my other parts in proportion." —W. M. I., B.
"Your Excelding System has done for me all you claimed it would." —A. MARSH, S.

DON'T KNOW HOW TO EXPRESS MY GRATITUDE.
"I don't think you have a more thankful and satisfied pupil than I am. In fact, I am that satisfied I don't know how to express my gratitude. I am lost for words good enough to praise your wonderful course. No man should be without it, at least no man would be without it if he had it a few days. It is marvellous." —D. H. MOREHEAD, D.

GAINED 7 INCHES AROUND THE CHEST!
"Before I started the course my chest normal was 27 inches, but now it is 34 inches and 36 expanded; truly a marvellous difference." —J. MILNER, C.

HAD FOLLOWED OTHER COURSES —BUT FAILED.
"I think, Mr. Briton, that your course is absolutely one of the best. I have faithfully carried out your instructions to the best of my ability, and I have received wonderful results." —R. J. F. FOSTER, C.V.

IT'S FREE! — POST NOW!

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(Dept. A.14),
8, BROADWAY, LONDON, W.6.

Name .....
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Please use Block Letters. 5.2.36

'My FALSE TEETH were covered with BLACK STAINS' ... Now as clean and pink as when new

"I have never before been guilty of sending a testimonial to any firm—but I feel bound to do so in the case of your 'Steradent.' I saw your advertisement and tried a tin. My false teeth were covered with black stains for years and were in such a condition with yellow crust formations, I felt constrained to go to the expense of a new set. In just two nights by leaving them in water with a teaspoonful of 'Steradent' they are absolutely as pink and clean as when I had them eight or nine years ago. So, congratulations to the eminent dentist who discovered 'Steradent.'" writes Wm. M.B.

No matter how discoloured, stained, or old your dental plates are, Steradent is guaranteed to make them as clean, fresh and natural-looking as the day you first got them — and keep them that way. Every stain vanishes like magic; even the blackest tobacco stains of years standing vanish completely after a few treatments. Mucin, tartar, tarnish and all unsanitary accumulations are also removed. Your plates regain their wholesome, flesh-pink colour. Dull, yellow-tinged teeth are made clean, lustrous and attractive. A powerful sterilising agent purifies your plates and leaves a cool, refreshing taste. No brushing. No acids. No odour, or nasty taste. **Absolutely harmless to all denture materials.** Satisfaction guaranteed in every case, or money refunded. Price 1/-. Double size 1/9. Sold by all chemists, including Boots, Timothy Whites & Taylors.

TRIAL OFFER. Send 1½d. in stamps for trial supply. Steradent Ltd., (Dept. 61.V.), 19/25, Chitty Street, London, W.1.

NO COMPLAINTS WITH-

One 3/3 tin finishes a room 2 coats

MAISONE

OIL BOUND WASHABLE WATER PAINT for WALLS

O.K. over wallpaper —if sound

4 lb. tin 2/- 7 lb. tin 3/3

Dealers sell it—Decorators use it

FREE A fascinating book of modern colour schemes shewing how to choose the right colour scheme for each room, and painted specimens of all Maisone colours. Free in response to a postcard with your name and address in block capitals. Lewis Berger & Sons Ltd. (Dept. B3) Homerton, London, E.9.

BERGER PAINTS

ORIGINAL letters upon the subject below, not exceeding 100 words, are invited. Half-a-guinea will be paid for each letter published. Envelopes marked "Letter Parliament" must reach 93, Long Acre, London, W.C.2, by first post Tuesday, May 5.

My road safety plan for children

A CLERK, I usually try to combine education with amusement on my holidays. Last year I took the road with a travelling show. Lessons? Yes, I saw the loveliness of the English countryside, broken-down old cottages, houses built by conscienceless Jerry. I saw poor children made happy, rough men becoming as boys again, mothers singing as brazen loud-speakers roared from the roundabouts.

An inexpensive holiday, but there was nothing cheap about the contacts I made with humble folk both inside and outside the caravan.

PEN PUSHER, Sunderland.

Cost—a Shilling

My holiday on donkey-back cost me only a shilling. I was fourteen years of age and in the little town in Cornwall where I lived a man had a donkey which he rarely used.

He offered to let me have it for a day or two. So off I went for a tour of the coast, travelling ten miles or more each day and staying at night with the friends I visited.

On my return, when I asked how much the hire of the donkey would be, the owner said, "Oh, a 'bob' will just about pay for that, I guess."

E. L., Trowbridge.

Thrills Every Hour

On a cycling holiday I had in America I rode with a party of friends through forty-three miles of snow on the railway track which crosses the Sierra Nevada range

We travelled precariously through the semi-darkness, the noise of our machines preventing us from hearing approaching trains until they were nearly upon us. Then we had to leap off and crouch against the ice-coated timbers as the locomotives thundered past.

At night we slept in platelayers' huts, and this unique holiday of hourly thrills was certainly my least expensive.

CISCO BRIDGE, Swainswick.

All Change!

Last year some people in Weymouth wanted a holiday in town and we a change at the seaside. We mutually agreed to "swop" houses for the time, and the plan worked admirably.

Except for food and out-of-pocket expenses we had nothing to pay while enjoying the comforts and privacy of a modern home.

The friends who changed over with us were equally happy, so that this summer we hope to repeat the experiment.

Mrs. A., Hants.

Race with "Silver Ring"

MIDSTREAM

A CORRESPONDENT says that not much has been heard lately of the JOHN BULL winter selection for the Derby, Midstream, and asks what are the prospects of Mr. A. de Rothschild's colt.

The son of Blandford won a trial recently, and is quite all right.

I am writing these notes prior to the Two Thousand Guineas, which race he contests, so it would be unwise to be dogmatic.

If Midstream puts up a bold show, I would couple him with Bala Hissar as likely to solve the Derby problem. Both will get the distance, which is more than one can say about such as Mahmoud, Abjer and Wyndham, three of last season's cracks.

I am giving Law Court one more chance and suggest he be backed for the Victoria Cup.

"SILVER RING'S" CODE.

The Code covers racing from Thursday, April 30, to Wednesday, May 6:

B A K X U Z R 98 N 96 G E D V H J

I 95 S O Y 97 L W T F 94 M P Q C 93

In place of the letters or figures advertised in the *Sporting Life* and *Daily Herald* read those above or below as the case may be. Example: CBP95R94X would read HIDALGO. Where a double letter occurs in a name the figure 2 is substituted. K95E2U would read SAMMY.

My Cheapest Holiday

by Letter Parliament Readers

Brainwave

After an illness I was ordered a change, but couldn't afford it. Then I had a brainwave. I advertised in a Helensburgh newspaper offering to do a tradesman's rounds during his summer holidays.

A reply from a man with a milk business in that Clyde resort led to my relieving him for a fortnight. He offered me generous wages for delivering milk night and morning to his customers; I had the full use of his house and garden and there regained robust health.

The cheapest and most beneficial holiday I ever had!

H. R., Clydebank.

The Forgotten Land

I could have gone to a holiday resort. Instead, I took train for a South Wales mining district.

Hitherto I had never seen any place suffering such privations, and, surrounded by so much penury, I could not bring myself to buy luxuries, but confined my cash to plain necessities.

Not only was it the cheapest holiday I have ever spent, but I count it the most valuable. For it opened my eyes to the struggles and sacrifices of a race which Fate was striving to fell—but couldn't.

R. L., Devon.

Floating Caravan

For ten shillings and the cost of a few pints of beer I had the finest time of my life

It was as an extra hand on a canal boat; in reality I was a guest, only giving my host a hand with reloading for the return journey after a delightful trip on the waterways through rural England.

There were fishing and swimming at my back-door all the time; I spent many jolly evenings at quaint village inns with men of another world. Yes, that "water caravan" holiday will always linger in my memory.

B. H., Brighton.

Doorstep Delights

Out of a job for a month, I discovered London. It didn't cost me a penny, yet did me more good both mentally and physically than any holiday I remember.

Other years I had travelled miles, looking for something I never found. But this time I found it right on my doorstep—it had been there all the time and I didn't know it!

T. R. K., London.

Profitable

My hobby is gardening, and last year it enabled me to make the happiest excursion I've ever had.

I left home with a knapsack and a few tools, and for a fortnight travelled through the loveliest parts of Devon and Cornwall. Stopping each day at different villages, I called at the best houses to offer my services as gardener for a few hours in return for food and a night's lodging.

I started with one pound in my pouch and returned with three, having made many friends in the bargain.

A. S., Plymouth.

Cyclist's Paradise

Astride a bicycle, a light tent strapped to my carrier and a rucksack on my back, I set off for the central highlands of Scotland. I was not out to cover great distances. I was merely a town dweller in search of peace and beauty.

By day I rested my eyes on scenes of unrivalled charm, by night I pitched my tent in some quiet spot by the roadside.

This holiday, spent close to Nature, cost me only ten shillings.

BIKER, Glasgow.

Books are Cheap

I stared at Ontario's golden grainfields, saw the Capitol at Washington, took my ease in the Blue Train. I hiked in the Scottish glens, kissed the Blarney Stone, explored London—yet it did not cost me a penny.

"Do take care of your eyes, my dear," mother chided. But daddy knew I was making the best of matters and that I understood when he returned foot-weary to say, "Still nothing doing, mother; I'm afraid it will be a back-garden holiday this year," as indeed it was.

Miss THIRTEEN, Sherwood.

Horseback Hiking

A week's "horseback hike" through Bedfordshire at a cost of about £2 was my best holiday.

From a farmer at Biggleswade, I got a horse with enough fodder for a week for thirty shillings; from there my new pal and I meandered through the flat but pleasant countryside. I had many delightful swims in the river, gallops over wonderful turf, and once a canter with the hounds.

Sleeping beneath the stars, up with the lark, jogging along the highway—a carefree, go-as-you-please trip in perfect company—a horse and a pipe.

H. B., Bedford.

Sea Breezes

Six whole weeks with the fishing fleet in the North Sea! No expensive holiday clothes—just an everyday suit, a change of linen, and you step aboard.

Ozone, glorious sunny days, peaceful moonlit nights. Fish straight from the trawl to the table, the companionship of the finest fellows in the world.

For this delightful experience I had to pay exactly £4 10s.

H. W., Hampshire.

It Changed Her Life

Always well-dressed, she often chatted with me after making expensive purchases. One day I saw her enter the manager's room. Then I was called in, trembling lest by any chance I had offended an excellent client.

"You have leave to go," he said, after the lady suggested that I should accompany her on a cruise as paid companion.

To-day I'm no longer behind the counter, for an introduction made in the ship happily altered the course of my life.

A., Notts.

GRAVES Beats the World For Quality & Value

Every Lady should write to-day for GRAVES DISPLAY of up-to-date Fashions illustrating the latest ideas in Ladies' Wear, all offered at money-saving prices. Wherever you live, our Keen Prices and Easy Terms are for YOU.

BRIGHTON Here is a smart and useful Summer Coat at a Bargain Price, splendidly made in fashionable Soft Fine Check Tweed, cut in the latest style with double-breasted four-button front, fold collar and revers, sloping welted pockets, and the newest shape of sleeves. The yoke back has trimmed half-belt, and the garment is carefully tailored throughout and lined with Art. Silk Twill to tone. Shades: Mixed Brown; Stone/Green; Stone/Blue. Sizes: S.S.W. & O.S. Busts: 32 to 38in. Lengths: 46 to 50ins. 21/- Terms 2/- Monthly.

WRITE FOR PATTERNS

Send to-day for full range of Patterns, Post Free. Swagger Models, Costumes, Coats, Underwear, Frocks, &c., all in the newest styles. Ask for Patterns of any kind of garment required, and a splendid choice, with a self measurement form and all particulars will be sent per return.

3/- Monthly

J. G. GRAVES LTD. SHEFFIELD.

IT'S QUICKLY DONE and 'ASPRO' DOES IT—Safely

At this time of the year, with its quick changes of weather conditions, numerous families are afflicted with a variety of petty pains, such as headaches, toothache, neuralgia, rheumatic twinges. The general result is discord in the home. Much suffering, distress and confusion are caused which are totally unnecessary if 'ASPRO' is taken. KEEP 'ASPRO' TABLETS IN THE HOME AND YOU KEEP PAIN AWAY. This is a positive and definite fact—confirmed by hundreds of thousands of users throughout the world, for 'ASPRO' does its work quickly and safely. 'ASPRO' acts in a comforting, soothing manner. It does not harm the heart nor does it cause any gastric upset. It benefits all and harms none, so

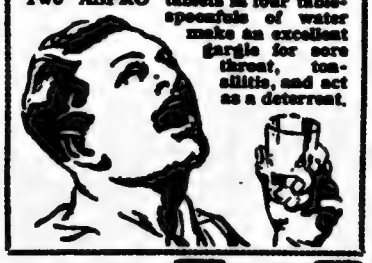
WHY NOT BANISH THAT PAIN NOW?

Read these letters from grateful 'ASPRO' users

'ASPRO' consists of the purest Acetylsalicylic Acid that has ever been known to Medical Science, and its claims are based on its superiority. Made in England by **ASPRO Limited,** SLOUGH, BUCKS. Telephone: SLOUGH 608. *No proprietary right is claimed in the method of manufacture or the formula.*

'ASPRO' AS A GARGLE

Two 'ASPRO' tablets in four tablespoonfuls of water make an excellent gargle for sore throat, tonsilitis, and act as a deterrent.



ALL LEADING CHEMISTS AND STORES STOCK AND DISPLAY 'ASPRO'

ASPRO REG. TRADE MARK

IMMEDIATE BAD COLD AND PAIN-RELIEF

267, Northumberland Avenue, Reading.

Dear Sirs,

Just a few words of praise for 'ASPRO.' I had some teeth extracted and for three days I had untold agony through aching gums, and someone suggested 'ASPRO,' and the first two tablets gave instant relief.

I am, Yours truly,
V. WITHERS.

PAINS BANISHED

13, Baxter Road, Essex Road, London, N.1.

Sir,

I have had a very bad cold in my head and pains in my limbs. I have found 'ASPRO' have done me the world of good, and in future they will be the first thing I will go for.

Thanking 'ASPRO,'
Yours faithfully,
B. BAYFORD.

TAKE 'ASPRO' FOR

INFLUENZA
HEADACHES
SLEEPLESSNESS
NEURALGIA
SCIATICA
GOUT
RHEUMATISM
ALCOHOLIC AFTER-EFFECTS
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COLDS
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MALARIA
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PRICES WITHIN THE REACH OF ALL 3D 6D 1/3 2/6

The Story of "The Most Successful Course of All Time" in a Nutshell

I AM constantly being asked the reason for the great popularity and phenomenal success of the Broom "International" Course. People seem to think there is something uncanny about it, some charm or mystery, something not on the face of things—not just physical culture. I want to assure these and every reader that there is only ONE reason, but that reason is a good and all-sufficient one. It is this—THE BROOM INTERNATIONAL COURSE GETS RESULTS. Not only that, it gives its pupils increased development of a lasting character in such an astonishingly short time as to leave all other methods miles behind. The "International" Course is the modern method of muscle culture, and dates all other courses by reason of this fact. After all, you don't have to take my word for it; over 26,000 pupils have sent me letters of enthusiastic praise, whilst the Editors of many leading journals, including HEALTH & STRENGTH, have testified to the merits of this Course. Read through this advertisement, and if you do not then feel sufficiently convinced, send for a copy of "The International Way"—sent FREE for the asking.

GAINED ALMOST 3 st. IN WEIGHT, CALVES INCREASED 4 in., FOREARMS INCREASED FROM 10 in. TO 13 in.!

KENNETH R. WEST

Read this Letter:

8, Harbour Street, Whitstable, Kent.
March 6, 1936.

Dear Sir,

I feel, without boasting, that I have more than justified your claims, and I trust the enclosed photograph will be a pleasant surprise for you. I have during the year gained almost three stone in weight. On my calves alone my measurements have increased as much as four inches in all, and my forearms have gained from ten inches to thirteen. My development is entirely due to your wonderful Course. I have, and shall continue, to recommend it to all my friends. I have taken several courses, but yours is the first to bring results. I consider it the finest on the market.

Yours faithfully,
KENNETH R. WEST.

H. BROOM
World's Premier Physical Culture Expert.

THE BIG 2 FOR RESULTS

ERIC BROOM
Age 17, *showing remarkable development gained on the International Course.*

THE MOST REMARKABLE PHOTOGRAPH EVER PUBLISHED.

I think readers and especially Experts will agree that this is the MOST REMARKABLE PHOTOGRAPH EVER PUBLISHED in a Magazine. This pupil has had only part of the "International" Course and is just an ordinary Amateur. Furthermore the photograph is taken out of doors, which does not improve the muscle definition. Mr. D. Sayce, of Warwick, the original of this picture, was inspired to take up P.C. through the success his brother achieved on my instructions. This brother, F. Sayce, has a fine development and was the subject of a special "Health & Strength" presentation plate some time ago. These are the results you can get—but only on the Broom "International" Course.

Pupil David Sayce

I have published an instructional book, entitled "The International Way." This book is remarkable because it covers so much ground. It shows how 20,000 pupils have been able to increase beyond their wildest dreams; how Norman Bourne defied the century - old bogey and lifted the famous Blue Stone for the first time in 100 years. It tells how over 700 doctors and 27 police forces have used physical culture to their own benefit: how physical culture has saved eight lives.

Write for your The Book is free but cost me a lot of money, and when this first Edition is exhausted you may be disappointed.

FREE copy to-day.

THE BROOM INTERNATIONAL COURSE consists of six monthly lessons. Now apparatus is sent, including a new type of Spring Grip Dumb-bells, a new Leg Exerciser, a new Neck Exerciser . . . All steel Expander and a Roller Weight Outfit . . .

The Course really does give bulk in development . . . BIG Bulging Muscles and ROBUST Health and Strength and Stamina to endure and overcome the most exacting ordeals . . . many pupils have added 6 inches to Chest, 3 inches to Biceps, and, in numerous cases, shown an increase of 30 inches all round. Not Balloon or Forced Muscle, but development that will last and which can be applied to any test . . . It's the greatest P.C. Course for Results Ever Known. All I want to do is just to send you copies of the results so that you can check over with those you're getting . . . This course includes everything you require to build bulk in development under a Special Money-Back Guarantee . . . The fee of 30/- for these lessons, fully illustrated with inspiring photos, can be paid for by such low payments as 1/- per week.

If you are interested and would like to investigate further, write for full details of this Course, and a copy of my Book, "The International Way," FREE.

SPECIAL OFFER 30/- or 1/- Weekly

85% of all pupils have reported satisfied even after the first month's lessons only. *Write for "THE INTERNATIONAL WAY." It's the Turning Point in Your Career.*

TO FOREIGN READERS

The International Course is now THE RAGE of U.S.A., and all readers abroad can be enrolled and allowed to forward their own currency, and in many cases benefit by the rates of exchange. The International Course is supplied to U.S.A. readers for 7 dollars cash, or 8 dollars on monthly payments of 2 dollar per month.

H. BROOM

BROOM HALL, HOLDERNESS RD., HULL.

Accountant's Certificate Bringing the Total to 26,186

In every issue of "Health & Strength" for several years I have each week staggered the P.C. World with New and Astounding Results. But even so, I still feel that sensation after sensation has failed to give readers a true understanding of the remarkable results obtained by the "International Course." Mere words are of no avail in this case, because, no matter how eloquent, they cannot possibly convey to the mind the colossal success that the receipt of 26,186 testimonials represents. Every testimonial has been certified by Accountants and that Editor. What further evidence of the wonderful success of the "International Course" is required than that Editor's own words? The last sentence of a paragraph published recently should convince even the most sceptical and inspire that confidence which is necessary between Pupil and Instructor. I feel that Editor has conveyed more in one sentence than perhaps in all my adverts.—"THE MOST SUCCESSFUL COURSE OF ALL TIME"—but I have by no means reached the limit. I shall go on week after week with the results which have never before been expected from a P.C. Course until every reader is convinced and has written for his free copy of "The International Way."

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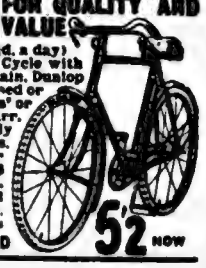

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THE EDITOR LAUGHS LAST

George (Parkstone).—"I told my wife I would distemper the walls but I wouldn't touch the ceiling." We bet you did, though!

IF you are troubled by any matter—except, of course, of a medical nature—you can obtain free expert advice that will help you. A stamped and addressed envelope is all that you have to send with your query. Write to-day. The replies given on this page to facetious correspondents are for your entertainment.

SHOPKEEPER (Hanwell).—"I say this for him, he always pays his account in the end." You give him credit?

DORA (Chelmsford).—"I take my tennis very seriously and have no time for flirting." Love means nothing to you, naturally.

B. L. (Newcastle).—"Women are, in lots of ways, far above men." And yet, if they find themselves on the shelf, they want to come down again.

HUBBY (Redhill).—"I overheard my wife telling her friend that I was only average as a husband." That is mean.

CRITIC (Bloomsbury).—"What does this craze for filming ships being launched show us?" Ships being launched.

MESSENGER (City).—"I never thought I would see the day when I would let my bag be stolen." You have lost your grip?

TIM (Rothesay).—"No living creature looks so wolfish as a hungry dog." What about a hungry wolf?

N. C. (Chacewater).—"Can you advise me as to the best place for getting some chickens from?" Certainly—eggs.

MCNAB (Greenock).—"After I had given him a pair of boots because his own were so bad, he kicked me on the shin." So you met his needs again.

FAILURE (Chester).—"I have failed in two businesses and now find myself at the parting of the ways." Why not start a garage?

FAN (Streatham).—"Some of the ice-hockey captains are very conceited." But you would not go to see them if they had no side.

MRS. W. (Burnley).—"Those overhead cash railways of a bygone day used to cost a big store over £1,000 a year." They certainly did run away with the money.

M. S. P. (Twyford).—"I don't think there is a neighbour who hasn't at some time or other borrowed my small grindstone." So it has gone round quite a lot.

PHYSICIAN (Edinburgh).—"Tiredness is often caused by keeping the hands overwarm." We have certainly seen boxers lie down shortly after putting on gloves.

CARETAKER (Southport).—"As a result of my careful stoking over a fairly long period, the school is gradually getting warmer." By degrees, of course.

N. D. (Coventry).—"As we want to keep together, my wife and I are going to cycle this summer. Can you advise me what sort of machine to buy?" A tandem.

GEO. H. (Birmingham).—"A man who stole a silver bridle from a wealthy horse-breeder's home hid in a well in the garden until the household was abed." He lay low for a bit, eh?

TIM (Liverpool).—"My girl's boss didn't like it when I went into the shop and complained about the time he kept her after closing hours." He probably told you it wasn't your business.

MISS J. (Westminster).—"The hairdresser said that if I did not like the colour of my hair he would turn me into a platinum blonde without further cost." What could be fairer than that?

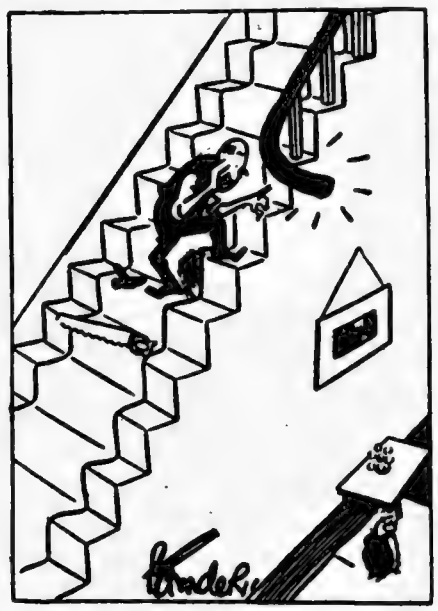
T. B. E. (Southampton).—"My son started to dig a tunnel for his engine from one end of my garden to the other. But for some reason or other he didn't finish it." You mean he didn't go through with it?

CURIOUS (Shepton Mallet).—"What will the world be full of if we all live to be a hundred years old?" Centenarians.

WIFE (Henley).—"The average husband has two faults." Everything he says and everything he does?

R. S. (Bodmin).—"What should a man do if he has a good job but doesn't feel up to it?" Get down to it.

FRED H. (Wimbledon).—"I spend my week-ends working on the garden. I like doing nothing better." Quite!



"That ought to cure Johnnie of sliding down the banisters!"
(From "The Passing Show")

COMEDIAN (Manchester).—"It is terrible when the audience remains silent after a remark has been made at which they should laugh." You are right. It is no joke.

FRED (Bromley).—"I take a philosophic view when my son sends balls through my greenhouse." You tell yourself that your tomatoes would probably have forced their way through anyway?

PIANIST (Todmorden).—"My music teacher is trying hard to give me the correct balance between the two hands in my playing." So you get plenty of scales to practise?

FIREMAN (Lancaster).—"It is most annoying to be called to a fire only to find that it is out when we get there." You are put out when you put yourselves out to put nothing out.

P. L. (Wandsworth).—"A decent cigarette-lighter should function with a single turn of the wheel." On the other hand, some lighters haven't a spark of decency.

T. W. (Chester).—"Digging in the garden of my new house, I found three very old coins, but I can't decipher the inscriptions on them." You can't make head or tail of them?

W. M. (Margate).—"A manufacturer claims to have produced an untearable cloth." He doesn't know the nonchalant abandon with which our neighbour plays on our billiard table.

JACK (Bodmin).—"Is saffron cake peculiar to Cornwall?" No, simply peculiar.

ATHLETIC (Birmingham).—"It is bad to jump on an empty stomach." Or a full one, we should think.

N. G. (Penge).—"I frequently miss my wife when she's returning from her bridge parties." Purposely?

J. J. (Leeds).—"Swans were swimming on our cricket pitch recently." Ducks, no doubt, will follow later.

H. S. (Sutton).—"Crooks are usually men of action." They're certainly generally up and doing somebody.

F. M. (Aberdeen).—"I spent ten shillings in coco-nut shies, but got nothing." Evidently you were off your nut.

LILY (Southbourne).—"I have been eating far more chocolate since it became cheaper." And it is still going down?

MRS. S. (Exmouth).—"My husband is a regular furnace." You mean that if you don't keep an eye on him he'll go out?

F. P. (Barnes).—"Where are England's best gardeners to be found?" In our compartment every morning.

MOTORIST (Croydon).—"Supposing your car broke down miles from anywhere; how would you go on?" Foot.

MISS T. (Paisley).—"Does not the high-speed output of our thread manufacturers make one reel?" No, millions.

COMMERCIAL (Plymouth).—"All my customers tell me that business is now going with a bang." A good report.

SCRATCH MAN (St. Andrews).—"I can do anything I like with my putter." Well, it's yours.

DYER (Bolton).—"I have just returned to the cleaning works after a fortnight's absence through illness." You have been off colour?

M. T. (Ealing).—"Being short is a disadvantage in the auction room." Well, naturally, the highest bidders get the bargains.

O. L. M. (Guildford).—"It's time that money talks." Then the big noise of this issue is page 43. Just listen to those 78 big *Bullets* cheques shouting out for winners!

MRS. A. (Lincoln).—"I'm going to be especially nice to my husband—then he may buy me one of the new ultra-smart glass hats." But he'll see through your design.

STUDENT (Chiswick).—"I find that if I concentrate on a subject my interest in it multiplies a thousandfold." Naturally, since you give it your undivided attention.

TYRO (Walton).—"When I see an angler returning with a full basket, I sometimes find it hard to believe that he has caught the whole batch." You think he may have bought the whole catch?

(Many replies unavoidably held over)

SIDE-SLIPS

Examples of unconscious humour from the current Press are welcomed. Actual cuttings must be sent. 2/6 is paid to the sender of each item published. Mark envelopes "Side-Slips."

SCARBOROUGH EVENING NEWS:—"I understand that the purpose of the direction of the ERRING Industry Board is to prevent bad kippers from being put on the market. . . ."

THE GUARDIAN:—". . . there are other tempting tastes in the best slab COKE."

NORTHERN WEEKLY GAZETTE:—". . . the film is mounted and unwound and rewound as desired with the AIR of a crank."

EASTERN DAILY PRESS:—"The wedding took place of —— and ——, eldest DOUBTER of Mr. and Mrs. ——."

SUNDAY CHRONICLE:—". . . don't take CHANGES when bathing."

SUNDERLAND ECHO AND SHIPPING GAZETTE:—"Immediately he left Harrow he went to South Africa, where for several years he explored the wilds of URUGUAY, PARAGUAY, BRAZIL and MEXICO."

"I Got Instant Relief from PILES"

. . . *"I was advised to try 'Nemolin' and I can truthfully say that I got instant relief and have never again had the least bit of the awful irritation I suffered before."*
J.O., Burley in Wharfedale.

This is but one of thousands of letters from former sufferers whom 'Nemolin' Ointment has cured both quickly and *permanently*. Soothing, healing, antiseptic, and non-astringent, it stops all pain, itching and smarting and the affected parts quickly return to perfectly normal and healthy condition.
'Nemolin' Ointment, packed in handy hygienic tube, can be obtained of any chemist for 3/-, which will be refunded if you are not completely satisfied. [Advt.

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And still keeping to the coast you will discover for yourself the many quaint harbours and secluded coves where imagination can be given a free rein. Turning inland you can wander over delightful countryside, studded with ancient castles and romantic villages.

Come to the Isle of Man and discover its treasures for yourself. Travel by LMS with a Monthly Return Ticket. It will cost just a little over a penny a mile and there are fast trains and steamers to take you there.

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IF YOU SUFFER—GET A BOTTLE TO-DAY

The Coupon on Page 33 is Worth 1/6d.

Don't overlook the special offer made by GUYS TONIC on page 33. Get fit and remain fit by accepting their offer!

GREAT NEW 3-IN-1 PRIZE for JOHN BULL'S X-WORD!

Win £6 MONTHLY FOR LIFE and £500

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IF PREFERRED WINNER OF 3-in-1 PRIZE CAN BE PAID ONE LUMP SUM OF 750 GUINEAS CASH

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£100 BETWEEN RUNNERS-UP

EXTRA £50

Between Runners-up from whom "John Bull" receives more than one sixpenny coupon in same envelope

UNLIMITED SURPRISE AWARDS

16 COMPETITORS HAVE ALREADY WON OUTRIGHT — YOU CAN BE THE NEXT!

PRESENTED on this page is the sixteenth of JOHN BULL'S entertaining Crossword Puzzles; you are invited to exercise your skill and knowledge by completing it with the guidance of the Clues provided.

Aptness and accuracy of Answers in relation to the Clues form the standard of excellence by which entries will be judged, and all decisions will be based on the Answers of Competitors. This judging will be carried out under the supervision of an Adjudication Committee, consisting of the following:—

The Editor of JOHN BULL;

Doctor Lascelles Abercrombie, Litt.D., D.Lit., M.A., Goldsmiths' Reader in English, Oxford University; and

Doctor C. E. M. Joad, M.A., Oxford, D.Lit., Head of Department of Philosophy, Birkbeck College, University of London.

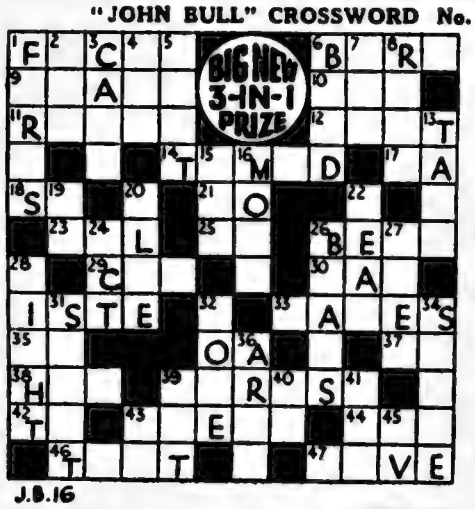
Each entry received will be carefully considered, and the First Prize-winner will be the competitor who on one entry square has completed the Puzzle, and has given what, in the opinion of the Adjudication Committee, is the best set of Answers to the Clues provided. And this set of Answers will constitute the Winning Puzzle Square.

If at any points in the Puzzle where a choice of words exists the Adjudication Committee decides that no one word submitted can be preferred on the test of aptness and accuracy, then competitors there using words of equal merit as Answers will be regarded as having tied at these points, which will be duly indicated when result and Winning Puzzle Square appear in JOHN BULL, published Thursday, May 21, 1936. The reasons which decided the Committee's Award will be published in JOHN BULL'S free weekly *Crossword Gazette*, obtainable as instructed on this page. The Second Prize will be awarded to the competitor whose entry is next in order of merit. In the event of a tie or ties, the appropriate cash prize will be equally divided, but not more than one cash prize will be allowed to one entrant upon one coupon.

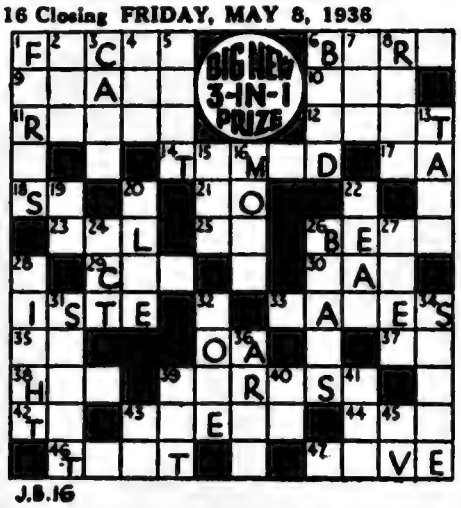
Acceptance of the findings of the Adjudication Committee in regard to the most meritorious entries and of the Editor of JOHN BULL in all other matters is a condition on which entries are accepted and is legally binding on all entrants for this new Crossword Competition.

★ THIS COMPETITION IS OPEN TO ALL READERS

"JOHN BULL" CROSSWORD No. 16 Closing FRIDAY, MAY 8, 1936



J.B.16



J.B.16

In entering this Competition, I agree to abide by the rules and conditions as final in all matters and I enclose

P.O. value..... No.....

ENTRY FEE for 2 Squares 6d.

SIGNED .....

ADDRESS .....

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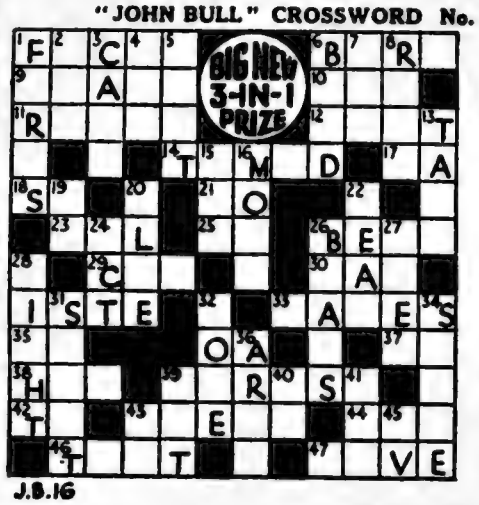
CUT ROUND THESE BROKEN LINES

CUT ROUND THESE BROKEN LINES

"JOHN BULL" CROSSWORD No. 16 Closing FRIDAY, MAY 8, 1936



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ENTRY FEE for 4 Squares 1s.

SIGNED .....

ADDRESS .....

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ADDRESS ENTRY: CROSSWORD NO. 16, "JOHN BULL," 67, LONG ACRE LONDON, W.C.2. (Comp.)

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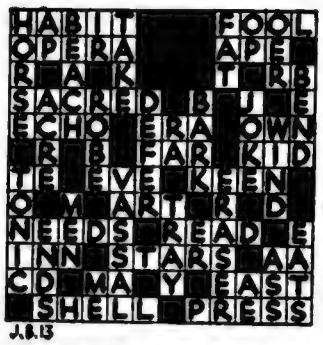


J.B.13

X-WORD No. 13

WINNERS ON PAGE 41.

The most meritorious Answers used by competitors, decided according to aptness and accuracy by the Adjudication Committee, were those seen in the Square above.

Reasons for Committee's findings in Crossword No. 13 will form the subject of a helpful feature for would-be winners in next week's "Crossword Gazette."

STUDY THESE CLUES

ACROSS

1. Opposite of fancies
6. Burglar's job is made difficult by
9. Conscious
10. Remove both ends of wagon
11. Violin bow is rubbed with
12. Tidy
14. Jockey coaxes best out of horse when it's this
17. Nearly all day in dark
18. Smiling starts thus
21. Half moon in motion
23. He's a good companion
25. Part of spoon in pot
26. This can't be beaten
29. Billiards cloth is often marked by this
30. Consume in heat
33. Big country houses usually have high ones
35. Remove centre of gem
37. What begins in this way
38. When you sit on this you flatten it
39. Take into custody
42. Portion of tripe in pantry
43. Foe
44. Often follows ultimatum
46. White one stands out against green
47. When this is missed huff often results

DOWN

1. Men who take these are worried by inspectors
2. Reverence
3. Is wasted on poor play
4. Prefix meaning three
5. Despatched
6. Brass one makes most noise
7. Long time in cages
8. Some take the high one and some take the low
13. Mother can usually keep sonny quiet with this
15. Mischievous youngster
16. You see storms sweeping across the face of this
19. Is elected by popular vote
20. Is often provided by laundry
22. This in the house doesn't encourage energy
24. Performance in fact
26. Are sometimes pierced and strung round the neck
27. Irish kind makes a hot meal
28. Pedestrian often has none on road
31. Keen office boy is always this
32. Wearisome when you've listened to several speeches
34. Kiddies love to paddle on this
36. Vital to drive off invaders
39. Clever little insect in plant
40. End of valley
41. Comes after one
43. Seen in scene and seen
45. Navy cut at both ends

NO CLAIMS REQUIRED.

10 BIG CHEQUES WON (See Page 41)

READ THESE RULES CAREFULLY

1.—Complete puzzle in ordinary ink, not copying-ink or copying-ink pencil, cut out the whole entry form whether both puzzle squares are used or not. Entry-fee for one coupon (two squares) is SIXPENCE. For two coupons (four squares) send ONE SHILLING. Make Postal Order payable to Odhams Press, Ltd., and cross it /& Co./.: write name and address and date of posting on back of P.O. and fill in the number upon Entry Form; send Entry Form by post as directed, to reach us not later than Friday, May 8.

2.—In addition to two sixpenny entry forms from "John Bull" each entrant may submit TWO EXTRA SIXPENNY ENTRY FORMS provided these are taken from "John Bull's" free weekly "Crossword Gazette" or other announcement of this Competition. Thus each entrant is limited to 4 Entry Forms (8 squares in all), and Entry Fee of 2s.

Should any letter square be left blank, contain a letter which is not clear or altered, or not given in ink, the corresponding properly indicated letter on adjoining Entry-square will be regarded as entrant's intended letter for both Entry-squares. If entrant's answer cannot be so decided, entry-square concerned will be disqualified, as will any mutilated coupon.

No responsibility is accepted for any entry lost, delayed, not delivered, or mislaid, and no correspondence will be entered into.

3.—Winner and winning Puzzle Square will appear in "John Bull" on sale Thursday, May 21. Should any competitor not announced as a winner believe that he entered a coupon eligible for a share of the First Prize, he must demand a scrutiny by first post Tuesday, May 26 in accordance with directions given with result. Any such scrutiny which may amend the result must be accepted as final. No scrutiny can be conducted in connection with the Runners-up prize. Accordingly, entries are accepted only on condition that the result of our double adjudication establishing these winners is regarded as final. Merit is established according to the total number of Answers to Clues, both across and down, which agree with the winning Puzzle Square.

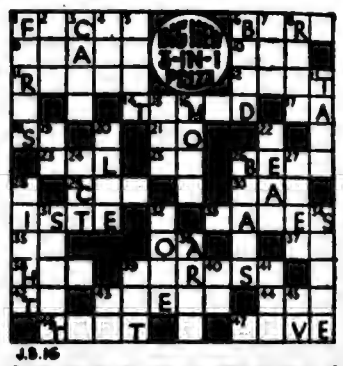
4.—Should First Prize be shared, 750 guineas cash will be paid instead of the Three-in-One Award.

5.—Failure to comply with any of the Rules and Conditions involves disqualification.

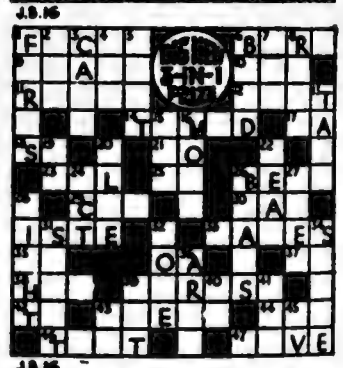
6.—Employees of Odhams Press Ltd. and members of their families are not eligible to compete.

COPY SQUARES

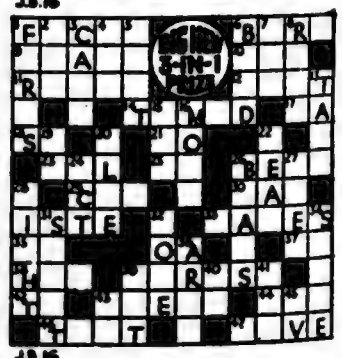
These miniature reproductions of this week's puzzle, are only to be used for keeping copies of your solutions and are not accepted as entries.



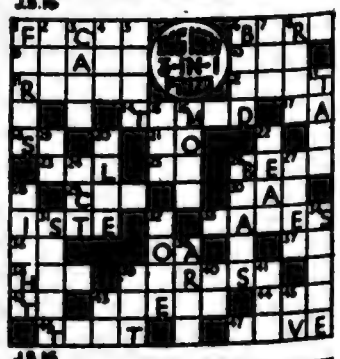
J.B.16



J.B.16



J.B.16



J.B.16

NEWSAGENTS' PRIZE! A special prize of £5 will be awarded to the Newsagent from whom this competition's First Prize winner usually purchases his copy of "John Bull." Should the First Prize be shared, the £5 will be divided between sharers' Newsagents.

Eat without Pain

no more Acidity—no more Flatulence

Perhaps you are even now suffering torture from your last meal. Why live in such misery? By the aid of 'Milk of Magnesia' you can enjoy and digest your very next meal in comfort. It sweetens a sour, acid stomach within five minutes. Stops acute gastric pain almost instantly. What is even better, it restores the natural activity of the gastric juice, thus easing the work of the stomach and aiding the return of full digestive power.

Doctors prefer 'Milk of Magnesia' for stomach troubles because it is the antacid most acceptable and beneficial to the human digestive system.

For convenience, many carry 'Milk of Magnesia' in the handy Tablet form. Each Tablet equal to one teaspoonful of 'Milk of Magnesia'.

A neat, flat tin for the waistcoat pocket or lady's bag 1/-; also in bottles 2/- and 3/6 for family use. Of all chemists. Take them after your next meal—it will mark the end of your indigestion.

'MILK OF MAGNESIA' TABLETS

'Milk of Magnesia' is the trade mark of Phillips' preparation of Magnesia.

The Sun smiles at Morecambe and Heysham, the up-to-the-minute resort on the Lancashire Coast. Six miles of promenade, charming gardens and rockeries, a wonderful panorama of sea and mountains. Excellent sands, safe bathing, paddling and boating pools, and every variety of sport and amusement. Come to Morecambe and Heysham this year for the holiday of your life. When you arrive obtain a 10/- holiday contract ticket. It will enable you to cover all the Lake District from Morecambe.

SPECIAL EVENTS

Competitive Musical Festival — May 5-9. Drama Festival — June. Amateur Golf Tourney — June. Autumn Illuminations — Aug. 29-Oct. 12. Gigantic Sports Carnival—Sept. 5-19. Bowls, Sea Angling, Model Yachting, etc. Contests through the season.

NEW LUXURY BATHING POOL OPENING JULY.

PENNY A MILE BY L M S

Ask at any L M S Station, office or Agency for full details of Monthly Return Tickets (3rd Class 1d. a mile, 1st class 1½d. a mile). Excellent express services from all parts.

Free Guide from Advertising Manager, Room 16, Town Hall.

MORECAMBE and HEYSHAM

£1,000 CASH Won in X-Word No. 13.

In connection with "John Bull" Crossword No. 13, the Adjudication Committee decided that the most meritorious Answers on one Square (see page 40) were those submitted by the following ten competitors, who share the £850 offered as First Prize.

L. Clare, The Bungalow, Rocksavage Road, Runcorn.
Miss J. Clarkson, 200, King Street, Dukinfield, Ches.
Miss M. Cross, 5, Commonwealth Road, Tottenham, N.
W. P. Harrison, 28, Clifton Road, Darlington.
Mrs. A. B. Henderson, 260, Poplar Grove, Bradford.
E. Lang, 45, Plungington Road, Preston, Lancs.
H. L. Loly, 3, Derwent Court, Cecile Park, London.
E. H. Masterlane, 52, Sycamore Grove, Southend-on-Sea.
H. J. Parker, 14, Dale Green Road, London, N.
L. Pearce, Blue Slates, Kirkheaton, Huddersfield.

Subject to the Terms and Conditions of the Competition, a cheque for £85 will be sent to each.

Of these senders of winning Squares, Messrs. Loly, Parker and Pearce submitted on the adjoining Squares of their coupons, sets of Answers differing at only one point from those on page 40. They will therefore share an extra £50, according to the terms of the offer, receiving an additional payment of £16 13s. 4d. each.

Any other entrant who believes that he submitted a Square eligible for a share of this Prize, must demand a Scutiny by not later than First Post, Tuesday, May 5, sending £1 Scrutiny Fee, copy of all Squares submitted and Postal Order number. Envelope to be registered, marked "Scrutiny" and addressed to the Competition Editor of "John Bull."

No scrutiny can be undertaken in connection with the Award of £100 to Runners-up. This Prize has been divided between 233 competitors from whom we received Squares inferior in merit by reason of only one less apt and accurate Answer compared with the best Squares received. These winners will each receive 8s. 8d.. A list of these Runners-up can be seen at the "John Bull" offices and all have been notified. An additional Surprise Award will be sent to all Runners-up from whom "John Bull" has received more than one sixpenny coupon in same envelope.

RHEUMATISM
NEEDLESS SUFFERING.

"Urace brand tablets have been taken consistently by a person suffering from Arthritis and very beneficial results have been obtained when other treatment had failed to give relief."—Nurse ——, Goodmaves, Essex. Free sample from Newbery and Phillips, Ltd., 33m, Banner St., London, E.C.1. From your chemist, 1/3 and 3/-.

BLOOD & SKIN DISEASES DEFINITELY REMOVED

Psoriasis, Eczema, Leg Ulcers, banished completely and permanently without rest or absence from work. Treatment entirely Herbal and individual. 40 years' success. Write for FREE BOOK and particulars of MONEY BACK GUARANTEE.

J. ROBINSON & SONS (BRADFORD), LTD., 11, KURRE HOUSE, BRADFORD, YORKS.

100 Solid Silver Cider TANKARDS FREE!

Complete the missing words on page 25.

Turn to the Bulmer Cider announcement on p. 25. Then simply write on a postcard what you consider are the best missing words, add your name and address, and post to H. P. Bulmer and Co., Ltd. (Dept. J.B.3), Hereford. Mark top left-hand corner of stamped side of p.c. "COMPETITION." For the best replies 100 solid silver Tankards will be distributed free. Entries must be sent in by May 7.

"BE WARNED BY OUR FATE—
WE ARE VICTIMS OF THE DANGERS OF DIRT"

"SIMPLE CUTS AND GRAZES - THAT'S ALL WE HAD, BUT DIRT-BRED GERMS INFECTED THEM AND LED US TO HOSPITAL WARDS AND OPERATING TABLES"

TO BE SAFE YOU MUST DO AWAY WITH ALL DIRT

Wherever there's a scrap of dirt, disease germs may be breeding and lying in wait to infect the tiniest open wound or to attack anyone in a low condition. Only when you have used a soap that takes dirt completely away can you be sure of protection against the dangers of dirt infection.

FAMILY HEALTH SOAP ENSURES PROTECTION AGAINST THE DANGER OF DIRT INFECTION

The Safeguard in these cases:

- Cuts
- Grazes
- Boils
- Septic Spots
- Chapped Hands
- Blisters
- Scratches
- Abrasions

FAMILY USES NO OTHER SOAP

"... your famous Health Soap. We (myself, wife and children) use no other soap but this, and undoubtedly the protection which the soap gives is the main factor."

Testimonial No. 5185.

Family Health Soap is sold everywhere and only costs 2½d a tablet or 3d for oversize tablet. What a small price to pay for safety!

FAMILY HEALTH SOAP

KH 3-173 JOHN KNIGHT LIMITED, LONDON, E.16

INFLUENZA! TAKE

FENNINGS' FEVER CURER

THE BEST AND SUREST REMEDY FOR INFLUENZA, COLDS AND FEVERS

70 YEARS REPUTATION

Sold in Bottles at 1/3

SEND FOR THIS

FENNINGS' "EVERYBODY'S DOCTOR"

Post Free on Application to:—

ALFRED FENNINGS, COWES, I.W.

When writing please mention this paper.

Kidneys Must Clean Out Acids

The only way your body can clean out health-destroying Acids from your blood is through nine million tiny Kidney tubes or filters, but beware of cheap, drastic, irritating drugs. If Kidney or Bladder Troubles make you suffer from Getting Up Nights, Nervousness, Rheumatism, Backache, Dizziness, Circles Under the Eyes, Dry, muddy Skin, Irritating Acidity or loss of Vigour, don't take chances. Get the Doctor's guaranteed prescription Cystex (Siss-Tex). Brings new vitality in 48 hours and is guaranteed to make you feel 10 years younger and to cure in 8 days or money back. Cystex costs very little at Boots, Taylors, Timothy Whites, and all chemists. The guarantee protects you.

ASTHMA

Relief is what matters

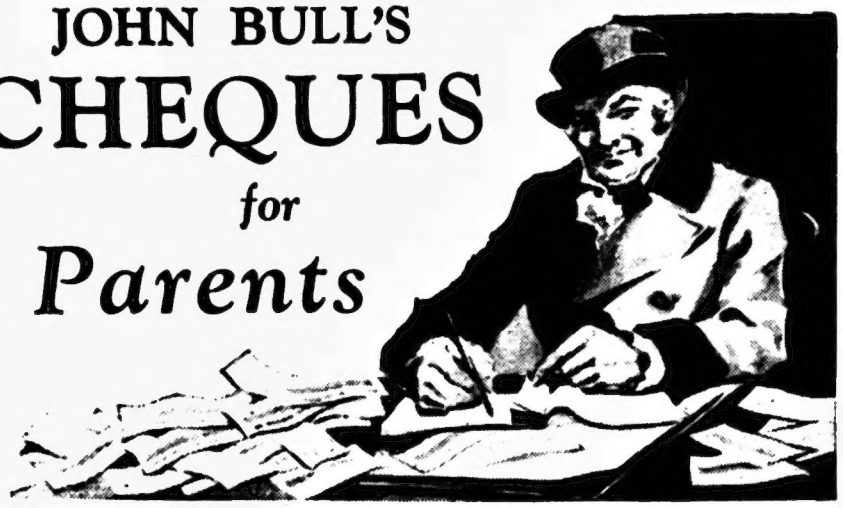
For sixty five years Himrod's has given the greatest relief to sufferers of bronchial asthma.

IT PAYS TO BUY THE BEST

Insist on the genuine

HIMROD'S CURE

JOHN BULL'S CHEQUES for Parents



"I am writing to acknowledge the cheque received to-day in respect of my son's accident, and to express my appreciation for the prompt and generous settlement and the trouble-free manner in which the necessary enquiries were made.

When fate hands us a nasty 'knock' it is very comforting to feel that 'JOHN BULL' is behind us ready to retaliate with a few 'Pounds.'"

This letter from a reader is typical of thousands received by "John Bull" and emphasises the great value to parents of the Children's Accident section of "John Bull's" Unique Free Insurance Gift.

In addition to Benefit for Children's Accidents, "John Bull" protects mother and father against Accidents in the Home and Garden, on the Sports Field, while Boating and Bathing, Loss by Burglary, Damage to Wireless Set by lightning, etc., etc.

EXCLUSIVE BENEFITS.

And now for the *HOME*. 'John Bull' is the *only* paper in the world to safeguard your precious possessions against damage by *Fire, Storm, Flood and Tempest*. 'John Bull' is also the *only* paper to pay Benefits for *Sickness*.

All Accident and Sickness Benefits are paid *in addition* to any amounts a registered reader may receive from any other source.

One registration covers husband, wife and children over 6 and under 15.

Fill up the forms below for 'John Bull's' Family Shield of Security. Get your pen and do it now.

CUT HERE

JOHN BULL

Hand this Form to your Newsagent

To (Name of Newsagent).....

Address .....

.....

Please deliver or reserve JOHN BULL for me weekly until further notice.

Signature.....

Address .....

.....

..... Date.....

PLEASE WRITE CLEARLY.

J.B. 2/5/36.

CUT HERE

Post this Form to

"John Bull," Registration Department, 128, Long Acre, London, W.C.2.

I have sent an Order Form to my Newsagent for the regular weekly delivery of JOHN BULL. Please register me as a regular reader.

.....

Reader's Signature.

Age.....

Address .....

.....

.....

Name and Address of Newsagent.

.....

..... Date.....

Use ½d. stamp. Don't seal envelope. A certificate setting out the full benefits and conditions and certifying registration will be sent if ½d. stamped addressed envelope is enclosed for return.

PLEASE WRITE CLEARLY. J.B. 2/5/36.

Anna Neagle's Life Story. *The amazing adventures of Alfred Hitchcock, the brilliant British Film Director.* Jessie Matthews by HER HUSBAND, Sonnie Hale!!! THE TRUTH about British Films? ? The NEW Gracie Fields by Monty Banks—Robert Donat has something important to tell you—and so has Sir CEDRIC HARDWICKE. PICTURES by the score. ♦ ♦ ♦ These are just a few of the scores of absorbing features in the magnificent issue of "Film Weekly," OUT TO-MORROW, FRIDAY, MAY 1st, a publishing miracle—an 80-page SOUVENIR to celebrate the Triumph of British Films . . . and it's THREEPENCE only as usual. You'll keep it for years. Place an order with your newsagent TO-DAY. It's the only way of making certain of a copy.

JOHN BULL'S GREAT PEN... OFFER

CASH THE COUPONS

'JOHN BULL' PEN COUPON

VALUE 3d.

This coupon with P.O. for 2/9, plus 3d. postage and insurance, entitles holder to receive a "John Bull" all-British self-filling Pen with **14-carat solid gold nib, iridium tipped, guaranteed 2 years.** Additional coupons up to four (any dates) may be saved and are acceptable in part payment, each counting as 3d. off the price. **You may send 5 coupons and P.O. for 1/9,** plus 3d. postage and insurance. *State if fine, medium or broad point. Pocket clip 3d. extra.* Address: "John Bull" Pen Department, 27a, Floral Street, London, W.C.2.

ACCEPT this 3/6 DICTIONARY OF "BULLETS" AS A FREE GIFT!

£620,000 'Bullets' Guide Awaits You

"WATCH the winners and study *Bullets Bulletin*"—that is the advice which scores of First Prize-winners have given you. Well, to-day brings you a unique one-week opportunity to obtain *absolutely free* a remarkable 3s. 6d. volume of *Bullets* winners to study, as well as a regular supply of *Bullets Bulletin's* invaluable aid to the prize-list.

You pay nothing for the Dictionary, nothing for its postage or packing, nothing for your 192 pages of expert Competition help in 24 weekly instalments—a mere shilling to cover the *Bulletin* postage and JOHN BULL'S Gift is yours!

There are more than 10,000 reasons why you need the Dictionary of *Bullets*, for in its pages you will find a huge collection of over this number of references to prize-winning efforts, forming by far the finest aid to success published in the 23 years of *Bullets* history.

Over £620,000 has been paid by JOHN BULL for the *Bullets* which have been so carefully arranged in this wonderful volume. With its aid you can literally study winning *Bullets* from A to Z, for all subjects dealt with in these successful efforts appear in alphabetical order.

Appreciations

"As a really helpful book, the Dictionary of *Bullets* is second to none," says one delighted owner of this unique book, Mr. A. A. Kelsey, Tintagel, Ethelbert Road, Faversham.

"Interesting, instructive and fascinating," is the verdict on her Dictionary of *Bullets*, from Miss L. King, 121, Clarence Gate Gardens, London, N.W.

As for *Bullets Bulletin*, this page has already contained dozens of tributes from First Prize-winners to the big part played by this bright little weekly in their big successes. "If you want First Prize," declares Mr. R. Lockey—manager of the Morpeth Gas Works and a *Bullets* Life Pensioner—"you want the *Bulletin* first!"

Apart from its practical hints and absorbing £30-a-week Judging Competition, *Bullets Bulletin* helps you also by providing weekly a free addressed envelope in which to post your entry.

This splendid opportunity to obtain free that invaluable 3s. 6d. Dictionary of *Bullets*, as well as a supply of *Bullets Bulletin*, is yours for a few days only. See that you accept JOHN BULL'S splendid Double Gift by posting off as instructed the coupon below. This offer closes Saturday, May 9—do not be too late!

RESULT OF COMPETITION No. 1024

First Prize, £500 plus 10-in-1 Award:

W. A. PICKARD, 232, St. Paul's Road, Preston, Lancs.

Example: GREEN LEAVES
Bullet: INCREASE "SHADOW OVER ROADS."
(Entered on "Target" Prize coupon.)

SECOND PRIZE, £50:

G. RILEY, 60, Seedley Park Road, Pendleton, Manchester.

Example: Battleships
Bullet: Not Safeguarding *Humanity's* "Route."

THIRD PRIZE, £40:

W. A. SWIFT, Chestnut Road, Glenfield, Leicester.

Example: Patience
Bullet: In A Hurry Mother!
(Entered on "Target" Prize coupon.)

OTHER PRIZES:

£30: T. HAWKINS, "Trewith," Dennis Road, Padstow.
War's Toll—Millions—And My Wage!

£20: P. GEE, 73, Stansfield Road, Todmorden, Lancs.
Patriotism—Degraded, Day Greed Aided.

£10: W. JOHNSTON, Woodside, Glengarnock, Ayrshire.
My Wife And I—War Sweethearts—Peace "Lovers"

£9: P. GREEN, Crayford, Quex View Road, Birchington, Kent.
Cares—"Shadows" Pessimist Keeps "Floodlit."

£8: H. J. HOWELLS, "Stoneleigh," Cardiff Road, Dinas Powis, Cardiff.
Battleships—Liners, When *World's* "Converted."

£7: A. BROWN, 6, Pilgrim Street, Nelson.
To Lead—*That* "Hunger" Moves Politicians.

£6: M. RAMAGE, 23, Murray Street, Hr. Broughton.
Cold Steel—Won't Open Prosperity's "Tin."

10 OF £5 EACH:

A. AUDIBERT, 34, St. Nicholas Cliff, Scarborough.
To Lead—Grandad On, Go Back!

A. J. BATEMAN, 82, Elder Road, Cobridge, Stoke-on-Trent.
Nowadays — Job's "Jewel" — Moral, "Sparkle"!

D. BENNETT, 14, Market Street, Edinburgh.
Cold Steel—World's "Wasted Breath" Polishing?

H. G. EXLOR, 46, Manor Way, Ruislip, Middx.
Henpeck's Dream—"Divorced" From "Grim Reality"!

W. P. KERR, 9, Kingsdale Avenue, Glasgow.
Patriotism—Unfurls Flags—And Bandages.
(Entered on "Target" Prize coupon.)

W. G. LOWE, Pressingfield, Diss.
Frightened World—Dark Spreading. Dreading "Spark."

(Continued on page 43)

ONE-WEEK Opportunity

USE THIS COUPON TO SECURE YOUR GREAT FREE 3/6 GIFT

I enclose 1s. Postal Order No. ..... for postage on 24 weeks' "Bulletins."—Send my 3s. 6d. Dictionary to address below.
N.B.—If you are already receiving "Bulletin" weekly, insert X here, and your 24 weeks' "Bulletins" will extend your present supply.

POST AT ONCE TO

Bulletin Dept.,
ODHAMS PRESS LTD.,
30, Bedford Street,
London, W.C.2.

SIGNED .....

ADDRESS .....

.....

Offer closes MAY 9

BE QUICK FOR THESE GREAT NEW 2-IN-1 BIRTHDAY PRIZES...

FIRST PRIZE £500 And

2ND PRIZE £50 And

3RD PRIZE £25 And

£5 CASH ON YOUR NEXT FIVE BIRTHDAYS

ENTER BY SAT. MAY 9

ONE WEEK ONLY

...AND 75 OTHER FINE 'BULLETS' CHEQUES!

Huge Shower of Cash for Bright "Bullets"

THREE unique 6-in-1 prizes head the sensational list of cash awards to be won in this week's *Bullets* Contest. Whether your reward for entering a few simple words is that splendid £500, the £50 Second or the £25 Third, you will also receive a £5 Bonus Cheque on each of your next five birthdays. What a pleasant and practical reminder of how you won a big cheque for fitting together a few well-chosen words!

But run your eye down the fine array of substantial cheques which supports these three chief prizes. It will take you almost as long to count the 75 of them as it will to make up a neat *Bullet* with which to win one! All JOHN BULL asks of you is a bright effort of two, three or four words, aptly fitted to one of the *Examples* provided, as explained in the instructions below.

On Friday, May 22, a golden Joy Wire will bring JOHN BULL'S congratulations to the winner of this week's giant First Prize of £500 and Five "Birthday Fivers." Notice the ordinary words with which any prize *Bullet* is made and you will see that it is well within your power to carry off this magnificent award. But only if your *Bullets* reach JOHN BULL by Saturday, May 9.

HOW TO WIN

HUNDREDS of big *Bullets* winners have let an *Example* suggest some quite ordinary idea. By a few minutes' juggling with words they have transformed the rough thought into a prize-worthy effort.

As you study the possibilities of a few selected *Examples* from the list provided on this page, remember that whilst the ideas you think of may well be played on by other competitors, unusual phrasing can lift any of your *Bullets* high above the rest.

Each of your completed efforts remember, must consist of TWO, THREE or FOUR words of apt and original comment, closely linked with the chosen *Example*.

Suppose, for instance, you were considering the *Example*, CAN'T EAT. Your first thought might be *Through Worry, Dishonest Cashier*. This you could easily improve to the finished *Bullet*, CAN'T EAT —"NIBBLED" AT FIRM'S CASH.

Before starting on your own efforts, be sure to devote a few minutes to studying the successful *Bullets* in our 1,024th prize-list on the opposite page. Notice how each of these winning efforts expresses its meaning clearly in neatly arranged but simple words.

Then get paper and pencil ready and settle down to the *Examples*. Tackle your fascinating job with confidence, thinking coolly and carefully and remembering that one good *Bullet* is better than a score of spineless specimens. Finally, see that your efforts are entered in good time, for your patience and thought will be wasted if you are too late.

£5 WINNERS (*continued from page 42*)

S. S. PARFITT, 49 Allen Street, Mountain Ash.
Nowadays—*Diplomacy's* "Camouflage" Safeguards Battleship.

A. S. ROBINSON, 3, Park Terrace, Bassingbourn, Royston, Herts.
Takes The Prize—For Cookery, At Altar!
(Entered on "Target" Prize coupon.)

J. SNEDDON, Bonnytoun Terrace, Bo'ness, Westlothian.
When Sonny Fights—"Lion" *Inside* "Little Lamb."

C. B. TAIT, 5, Chipstead Close, Coulsdon.
When Sonny Fights—Dad Approaches—Reproaches—Coaches!

Each winner of £5 and upwards in Competition No. 1,024 will also receive a completely equipped "Secretaire" Bureau. A list of 25 £1 and 600 2s. 6d. winners can be seen at the offices of "John Bull."

ADD 2, 3 OR 4 WORDS TO ANY "EXAMPLE."

AT HITLER'S DOOR	WHY SHE LEFT	MISERABLE
PEACE PLANS	MISSES NOTHING	CAN'T EAT
WHAT BRITAIN MEANS	RUMOURS	VILLAGE JOKE
NEW WAY	FAIR TRIAL	PUTTING IT ON
CIVILISATION	ANGRY VOICE	SHOUTS
THE UMPIRE	SWEPT THE BOARDS	HE'S GOT A JOB, BUT
ON HONEYMOON	SOME GIRLS THINK	NOT FOR HER
IN SHINING ARMOUR	WISDOM	FOUGHT AND WON
MARVELLOUS FELLOW	WHEN SONNY'S IN	MEANINGLESS
SUITS FATHER	MORE HELP	AT HEADQUARTERS
OUT OF IT	GASPING FOR BREATH	HAND OF FRIENDSHIP
SPARED	HE REMEMBERED	FROM THE AIR
"TRUST ME!"		

ENTRY-FEE.—You must enclose a Postal Order with your entry at the rate of 6d. for each coupon submitted. This should be made payable to "John Bull" and crossed "& Co." Write name, address and date of posting on back of P.O.

EXAMPLE
BULLET
EXAMPLE
BULLET

(1,028) P.O. No. .....

Closing SAT., May 9.

I agree to enter in accordance with the rules announced on this page. With 1 Coupon send P.O. for 6d.

Signed .....

Address .....

EXAMPLE
BULLET
EXAMPLE
BULLET

(1,028) P.O. No. .....

Closing SAT., May 9.

I agree to enter in accordance with the rules announced on this page. With 2 Coupons send P.O. for 1s.

Signed .....

Address .....

EXAMPLE
BULLET
EXAMPLE
BULLET

(1,028) P.O. No. .....

Closing SAT., May 9.

I agree to enter in accordance with the rules announced on this page. With 3 Coupons send P.O. for 1s. 6d.

Signed .....

Address .....

EXAMPLE
BULLET
EXAMPLE
BULLET

(1,028) P.O. No. .....

Closing SAT., May 9.

I agree to enter in accordance with the rules announced on this page. With 4 Coupons send P.O. for 2s.

Signed .....

Address .....

If you wish to use Advertiser's coupon on back, you can enter further "Bullets" on plain paper.

NEWSAGENTS' PRIZES.—Cheques for £5, £2 and £1 respectively will be paid to the newsagents from whom the chief winners in "Bullets" No. 1,023 usually purchase "John Bull."

The original cheque for £4,000 chosen by the First Prize-winner in Competition No. 1,023 will be displayed in the window of Mr. Bramwell, North Road, Durham.

Address Entry: "Bullets" No. 1,028, "John Bull," Long Acre, London, W.C.2 (Comp.)

READ THESE RULES CAREFULLY.

1. The First Prize will be awarded for what, in the opinion of the judges in consultation with the Editor, is the best Bullet received and the other prizes in order of merit, the test being cleverness, aptness and originality. The Editor undertakes that every Bullet received shall have careful consideration by a competent staff of qualified judges.

2. Only two attempts may be written on each coupon and a postal order must be enclosed at the rate of 6d. for each coupon made use of. This must be made payable to JOHN BULL and crossed /& Co./. Entrant's name, address and date of posting must be written on back of postal order, the number of which must be duly noted on each coupon submitted. Coupons must not be mutilated.

3. The Editor's decision on any matter of dispute arising in connection with this competition must be accepted as final and legally binding in all respects and acceptance of this rule is an express condition of entry. Employees of Odhams Press Ltd. and their families are not eligible.

£15	£12-10s	£10	
£9.17.6	£9.15.0	£9.12.6	
£9.10.0	£9.7.6	£9.5.0	
£9.2.6	£9	£8.17.6	
£8.15.0	£8.12.6	£8.10.0	
£8.7.6	£8.5.0	£8.2.6	
£8	£7.17.6	£7.15.0	
£7.12.6	£7.10.0	£7.7.6	
£7.5.0	£7.2.6	£7	£6.17.6
£6.15.0	£6.12.6	£6.10.0	
£6.7.6	£6.5.0	£6.2.6	
£6	£5.17.6	£5.15.0	
£5.12.6	£5.10.0	£5.7.6	
£5.5.0	£5.2.6	£5	£4.17.6
£4.15.0	£4.12.6	£4.10.0	
£4.7.6	£4.5.0	£4.2.6	
£4	£3.17.6	£3.15.0	
£3.12.6	£3.10.0	£3.7.6	
£3.5.0	£3.2.6	£3	
£2.17.6	£2.15.0	£2.12.6	
£2.10.0	£2.7.6	£2.5.0	
£2.2.6	£2	£1.17.6	
£1.15.0	£1.12.6	£1.10.0	
£1.7.6	£1.5.0	£1.2.6	
£1	500 of 2/6		

10,000 NEW PRIZES

consisting of 5,000 "Double-Star" "Targets" and 5,000 "Star" "Targets"—you will appreciate the added value and usefulness of these novel "Bullets" Awards just introduced by "John Bull."

MONSTER HOLIDAY OFFER OF CASH, CARS AND CAMERAS NEXT WEEK

Read What Users of Elasto Say—

"No sign of varicose veins now."
"All signs of phlebitis gone."
"I was suffering from mitral disease and dare not exert myself in any way, but now, thanks to Elasto, my heart is quite sound again."
"My Doctor highly praises Elasto."
"Now walk long distances with ease."
"Elasto has cured my bad legs."
"Elasto tones up the system and cures depression."
"As soon as I started taking Elasto I could go about my work in comfort, no pain whatever."
"Varicose veins quickly cured after 12 years of useless bandaging."
"Rheumatoid arthritis gone. I have never felt better."
"Had rheumatism so badly I could hardly walk, but Elasto cured me."
"The stinging sensations I used to get in my left arm and leg (arterio-sclerosis) are quite gone and my general health is much improved."
"Now free from piles."
"Suffered for years from a weak heart, but Elasto cured me."
"Completely cured my varicose ulcers."
"I am now free from pain."
"My skin is as soft as velvet, thanks to Elasto." Etc.

ELASTO THE COMMON-SENSE REMEDY.

In all diseased conditions, no matter what the ailment may be, the blood stream is at fault, and no treatment can give lasting results if this all-important fact is overlooked. Keep the blood free-running, like a deep fast-flowing river, enrich it with the necessary elements for cell-building and for the removal of toxic and acid waste materials, and health *must* result. This is precisely what Elasto is designed to do; it is actually what Elasto does, surely and effectively, by a method new to curative science. *No drugs; no adhesive bandages; Elasto Cures Through the Blood!*

Not a Drug, But a Vital Cell-Food.

Elasto
REGISTERED

For the Veins, Arteries and Heart

A Good Circulation is the Real Basis of Health!

NO ailment resulting from poor or sluggish circulation of the blood can resist the curative action of Elasto. Varicose veins cease to be troublesome and soon disappear, the heart becomes steady, the arteries supple, skin troubles clear up, old wounds become clean and healthy and quickly heal, swellings go down, inflammation and irritation are soothed, rheumatism simply fades away and the whole system is braced and strengthened. This is not magic, *although the relief does seem magical*; it is the natural result of revitalised blood and improved circulation brought about by Elasto.

Elasto Cures Through the Blood!

Elasto is something new to curative science, it dispenses entirely with the use of drugs; it is based on the knowledge that muscular weakness, varicose veins, bad leg, rheumatism, hardened arteries, heart weakness—to name but a few of the many ailments associated with bad circulation—*are deficiency diseases*; that in all such conditions there is a lack of certain *vital constituents of the blood.* Owing to this lack the body is unable to build up the elastic tissue needed to maintain the vein and artery walls and the membranes in a healthy condition and a state of flabbiness results. Elasto restores to the blood the vital elements which combine with albumin to form elastic tissue and thus enables *Nature* to restore elasticity to the relaxed and devitalised fabric of veins, arteries and heart, and so to re-establish normal circulation; *the real basis of sound health.*

Elasto Will Save You Pounds!

Every sufferer should know of this wonderful Biological Remedy which quickly brings ease and comfort and creates within the system a new health force; stimulating the growth of new healthy tissue-cells to replace worn-out and diseased tissues, increasing vitality and bringing into full activity Nature's own laws of healing. Elasto is prepared in tiny tablets; *it dissolves instantly* on the tongue, and is absorbed directly into the blood stream, thereby actually restoring the natural power of healing to the blood! *Elasto does not enter the stomach; it cures through the blood.* That explains why Elasto succeeds where ordinary treatments have failed. It also explains why Elasto gives results for a few shillings where formerly pounds have been spent to no purpose. For the outlay of a few shillings you can now enjoy the tremendous advantages of this modern scientific remedy which has cost thousands of pounds to perfect.

Take Elasto for:-

Varicose Veins, Varicose Ulcers, Eczema, Psoriasis, Phlebitis, Thrombosis, Anæmia, Bad Circulation, Muscular Weakness, Heart Troubles, Swollen Legs, Inflamed Wounds, Gout, Rheumatism, Neuritis, and all those troubles generally known as bad leg. Piles, Prolapsus, Varicocele, Hardened Arteries (Arterio-Sclerosis), Arthritis, Sciatica, Lumbago and all relaxed conditions, no matter where they occur.

For All "John Bull" Readers

FREE

A Generous Sample of this Wonder Remedy

SIMPLY fill in the Coupon below for a Free Sample and a Special Free Booklet fully explaining Elasto, the New Biological Remedy. These, together with copies of recent testimonials, we will gladly send privately, post free. Don't lose another moment! Write for these to-day—NOW, while you think of it! Or send 5s. for a whole month's supply (in plain wrapper) and see for yourself what a wonderful difference Elasto makes!!

This offer is too good to be missed! ★

The NEW ERA TREATMENT Co., Ltd.
(Dept. 15.D), Cecil House, Holborn Viaduct, London, E.C.

Not Magic—Just Logic!

ELASTO corrects all Circulatory Disorders, because it restores muscular tone to the Heart and contractility to Veins and Arteries, making them as healthy and as sound as ever. It is prepared in tiny tablets which dissolve instantly on the tongue and it is absorbed directly into the blood stream, thereby actually restoring the natural power of healing to the blood! Elasto is not a drug but a vital cell-food which MUST be present in the blood to ensure complete health. In the blood it becomes immediately active, stimulating the growth of new healthy tissue-cells to replace worn-out and disease-damaged tissues.

There are no Substitutes for Elasto! Beware of Imitations!

COUPON

for Free Trial Sample of Elasto
The Great Blood Revitaliser ★

THE NEW ERA TREATMENT CO., Ltd.
(Dept. 15.D), Cecil House, Holborn Viaduct, London, E.C.

Please send me Free Sample and Special Free Booklet, "The Story of Elasto," fully explaining how Elasto, *The Great Blood Revitaliser*, cures through the blood.

NAME.....
(*Please Print in Capital Letters.*)
ADDRESS .....
"John Bull," 2/5/36. .....

Elasto will save you pounds!

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